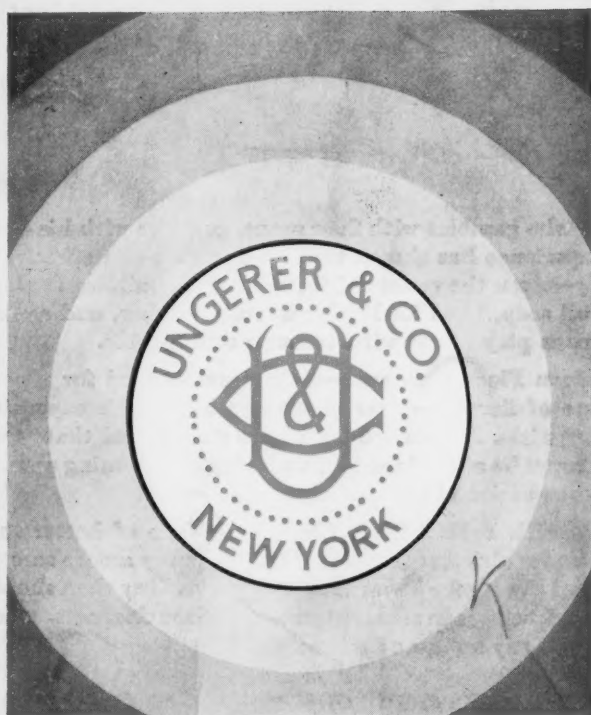


SOAP

SOAPS • CLEANSERS • INSECTICIDES • DISINFECTANTS
POLISHES • EXTERMINATING • SANITARY SUPPLIES

New

SOAP PERFUMES



FROM the inexpensive laundry soaps to the most delicately scented white toilet soaps, our record of accomplishment in soap perfumes is attested to by an impressive group of satisfied customers. We believe this the most tangible evidence of our ability to do our job well.

Our perfume laboratory is adding constantly to our already comprehensive line of low priced compound materials prepared especially for soaps.

Have you had occasion to call on us for suggestions, prices and samples? Let us show you what we have to offer to *your* advantage!

*UNCO SAPODORS
Have No Superiors*

UNGERER & COMPANY

NEW YORK

The Old Army Game



FALCON ECONOMY SCRUB SOAP

A perfectly balanced, neutral, vegetable oil liquid soap which is very economical in actual use. Cleanses thoroughly and rapidly. Available in two odors—Sassafras or Pine.

FALCON POTASH SCRUB CLEANSER

A safe, concentrated, liquid soap to use on many types of floors. Contains a high soap content which gives it exceptional cleansing power, even when diluted.

FALCON LIQUID TERRAZZO SOAP

This soap is made especially for tile, terrazzo, and marble floors. Removes oil, grease and traffic marks quickly and easily, and leaves an attractive luster on the floor.

FALCON LIQUID LINSEED OIL SOAP

A neutral, concentrated, liquid, linseed oil soap which bears the approval of the country's leading linoleum manufacturers, for it leaves the linoleum resilient and clean. Widely used as an automobile soap. It preserves the body finish.

FALCON VEGETABLE OIL JELLY SOAP

This is an effective, neutral soap. Made strictly of vegetable oils. Has ample soap content for satisfactory cleansing performance. Contains no excess alkali and is very economical.

Of course, you wouldn't fall for it.
Yet investing money in unsafe floor
soaps is just as much of a gamble.

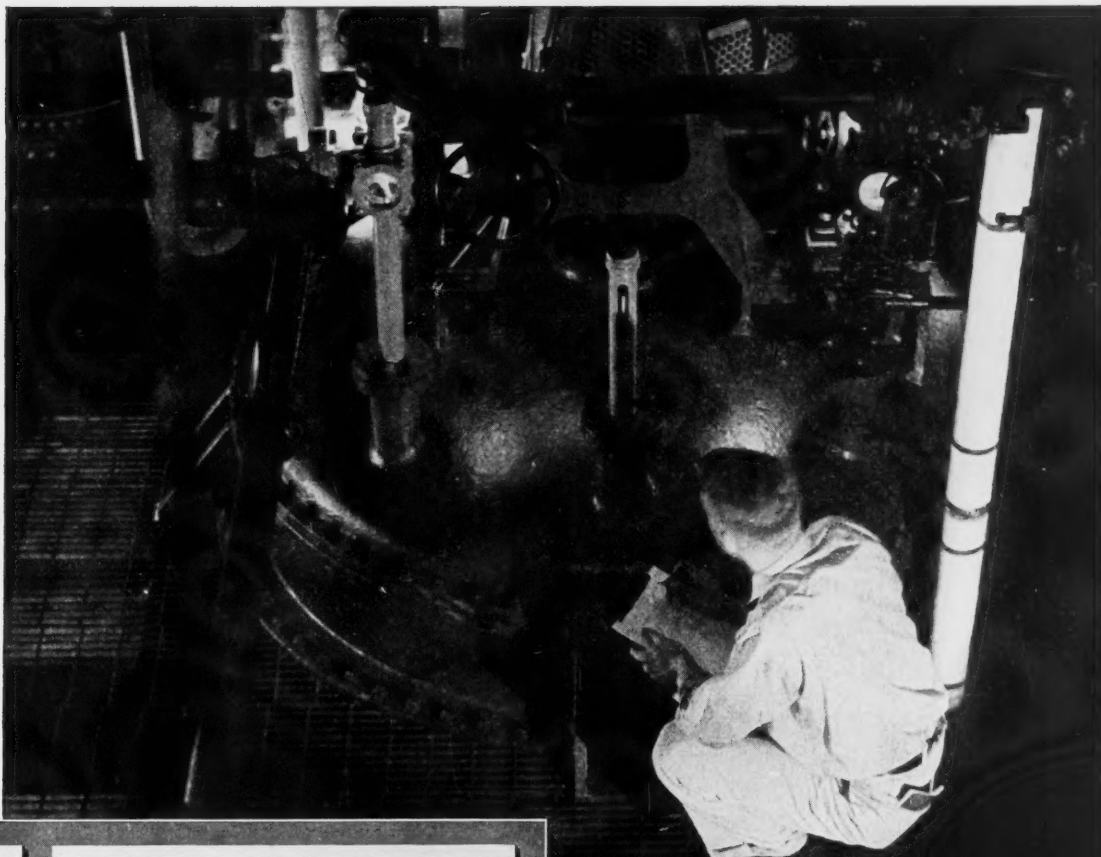
The jobber who gambles with floor soaps, gambles with his customers. Experience has shown that no one soap can effectively—yet safely—clean the variety of floors found in buildings today. A linseed oil soap, ideal for linoleum, ruins rubber, and coarse abrasive soaps play havoc with terrazzo and marble.

With Falcon Floor Cleansers—each recommended for a particular type of flooring—your customers never risk expensive flooring materials. Exhaustive tests have guaranteed that. And they can always be sure of the same satisfactory cleaning results with generous savings in floor maintenance costs.

Play safe with Falcon Floor Cleansers. Made of better raw materials under strictest laboratory control, they assure safety, economy and beauty for floors at no extra cost. Why then should you risk your business in offering unreliable floor cleansers, when in Falcon, you pay no more for the best?

EAGLE SOAP CORPORATION
HUNTINGTON INDIANA

FALCON FLOOR CLEANSERS



Monsanto

CONSTANT watchfulness by trained observers and strict supervision in all departments are two important factors which assure the maintenance of Monsanto quality. Products for soaps, insecticides and disinfectants include:

Coumarin Monsanto
Methyl Salicylate Monsanto
Phenol, U. S. P.
Cresylic Acid
Santochlor
(Pure Paradichlorbenzene)
Orthodichlorbenzene

Manufactured by

Monsanto Chemical Company
 St. Louis, U.S.A.

New York • Boston • Chicago • San Francisco • Montreal • London



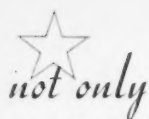
Chemicals

July, 1934

Say you saw it in SOAP!

601266 3

L 668-051
 5676



not only

IMPORTATION

from an exclusive source
internationally famous



not only

MANUFACTURING

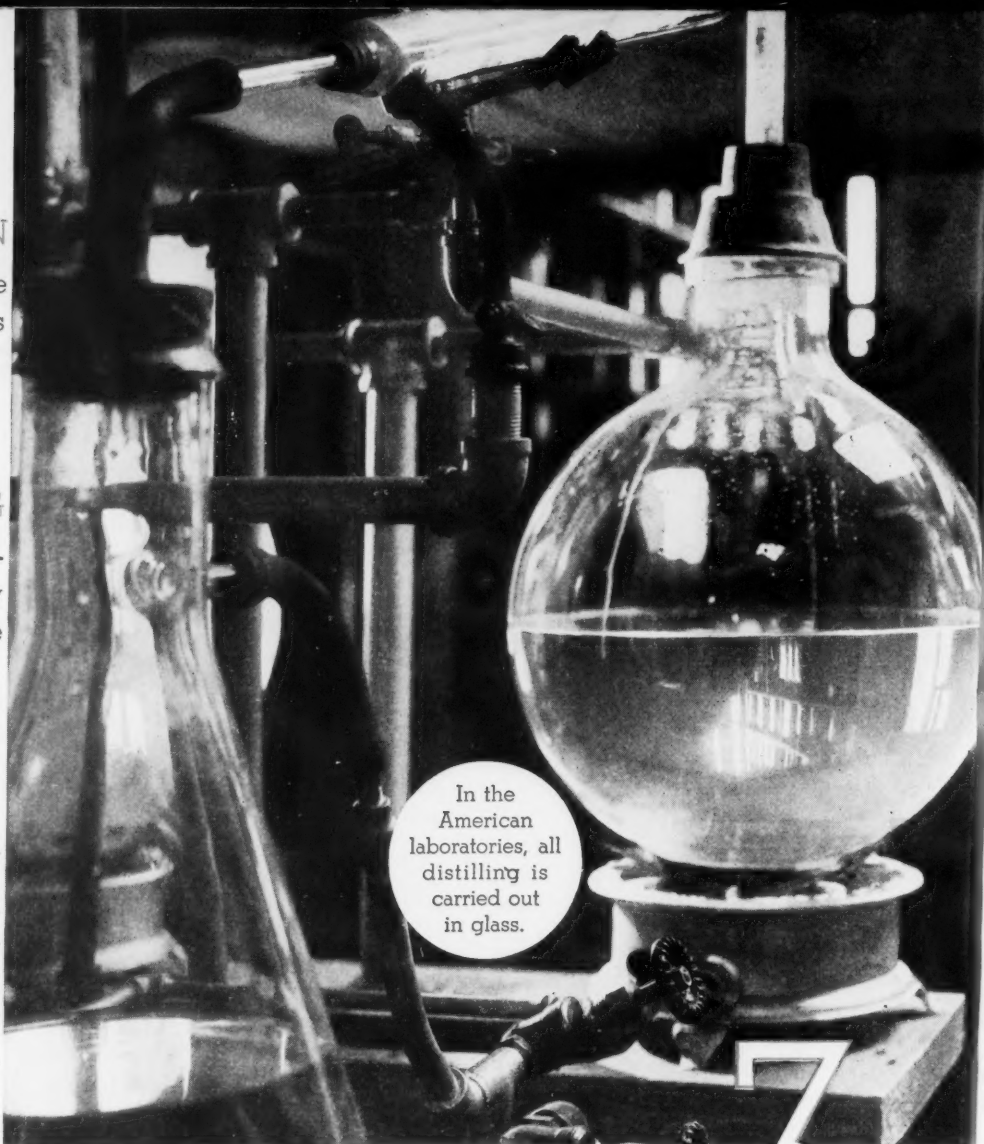
in its own American laboratories, with Guy Verley as liaison chemist from the European house



not only

COMPOUNDING

of our nationally known bases, including confidential custom compounding for a number of important American cosmetic and perfume manufacturers



In the
American
laboratories, all
distilling is
carried out
in glass.

but the COMBINATION OF ALL

has given the house of Albert Verley, Inc., its unique place in the field of aromatics.

• Recent developments by the staff of the American laboratories have been especially notable. A case in point is **Nerol for Soap**, a true Nerol produced by a special process. • Formerly available only at a price prohibitive except for the most expensive perfumery products, it is now offered at a **modest cost** within the means of soapmakers. A new, appealing note in building up Rose

or Neroli compositions; stable, will not cause discoloration. • Write for samples.

• **Albert Verley, Inc.**, David A. Bennett, President, 11 East Austin Ave., Chicago; L. J. Zollinger, Vice President, 114 East 25th St., New York. Exclusive American representatives for ETABLISSEMENTS ALBERT VERLEY, 8, Quai de la Marine, Isle St. Denis, (Seine), Paris, and S. A. TOMBAREL FRERES, Grasse, France. Pacific Coast Distributors: Mefford Chemical Company, 1026 Santa Fe Ave., Los Angeles, Calif.

★ ★ ★ *Albert Verley* ★ ★ ★
AROMATICS

SOAP

Reg. U. S. Patent Office

Volume X
Number 7

Contents

July, 1934

«



SANITARY Products Section, which is included as a department of every issue of SOAP, begins on page 67. Production Section begins on page 55.

«

- Detergents in Modern Laundry Practice—
By C. A. Tyler..... 17
- The Oil Soap Industry—
By S. J. Miller..... 21
- Adopt Soap Code Budget..... 25
- Address of R. R. Deupree..... 27
- Soap Code Interpretations..... 31
- Modern Chip Soap System—
By Birney F. Miller..... 55
- Progress in Floor Finishes—
By J. H. Lawson..... 81
- Increasing Disinfectant Sales—
By George C. O'Brien..... 83
- Perfume Odors and Sales—
By P. C. Magnus..... 85
- Personal and Impersonal..... 35
- Contracts Awarded 43
- Records of Trademarks..... 49
- New Patents 41
- Market Reports44-47
- Current Raw Material Prices.....49-50
- Products and Processes..... 61

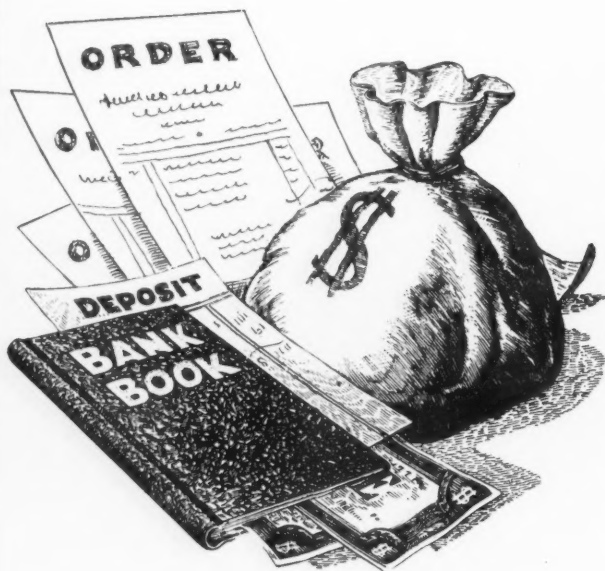
«

Published monthly on the 15th by

MacNAIR-DORLAND COMPANY, INC.
136 LIBERTY STREET NEW YORK, N. Y.

Subscription rate \$3.00 per year. Foreign, except Canada, \$4.00. Canadian, \$5.00. Copy closing dates—7th of month of issue for reading matter and 25th of month preceding month of issue for display advertising. Entered as second-class matter, April 11, 1931, at Post Office, New York, under act of March 3, 1879. Mail circulation, June, 1934, issue 3,300 copies. Total distribution, 3,500.

Do you want a PARTNER.....?



If your present sales and profits are entirely satisfactory to you, then this offer may not be of interest.

On the other hand, if you can stand more business NOW, here is a suggestion that actually works and has proven itself again and again.

Just add a few suitable long profit products to your line that you can sell to your present customers *without going to the bother and expense of investing in machinery, stocks of raw materials, labels, etc.*

We will take care of all that for you, —and supply you with high grade finished products at prices so low that it would scarcely pay you to make them up yourself.

In addition, we have attractive imprint labels ready for your name and address.

OUR HALF

Making up for you high grade finished products at minimum cost.

YOUR HALF

Selling a few extra profitable items to your present trade and watching your sales jump.

Many concerns are actually *making more money today than ever before.* Clifton Products can aid you, too.

CLIFTON CHEMICAL CO., INC.

CLIFTON BUILDING

MEMBER



246 Front Street
New York City

Quality Sanitary
Products Since 1912

TEAR OFF HERE

CLIFTON CHEMICAL CO., INC.

246 Front Street, New York City.

Your plan is worth looking into. The items checked would probably help increase our sales. Please quote:

- | | | |
|---|--|--|
| <input type="checkbox"/> Semi Castile Liquid Soap | <input type="checkbox"/> Dazzle Metal Polish | <input type="checkbox"/> Shampoo |
| <input type="checkbox"/> Cresolene Disinfectant | <input type="checkbox"/> Sprinklets | <input type="checkbox"/> Theatre Spray |
| <input type="checkbox"/> Deodorette Cakes | <input type="checkbox"/> Grade "A" Furniture Cream | <input type="checkbox"/> Chewing Gum Remover |
| <input type="checkbox"/> Shine Brite | <input type="checkbox"/> Insectol | <input type="checkbox"/> Velotone Shaving Cream |
| <input type="checkbox"/> Foamwell Liquid Soap | <input type="checkbox"/> Moth-Blite Frost | <input type="checkbox"/> Velvet Shampoo Base |
| <input type="checkbox"/> Pine Gloss Cleanser | <input type="checkbox"/> Lemon Oil | <input type="checkbox"/> Velvetone Shaving Cream |
| <input type="checkbox"/> Rub-No Wax | <input type="checkbox"/> Insto Spot Remover | <input type="checkbox"/> Crystal Shampoo Base |

(NAME)

(ADDRESS)

Properly Compounded
LIQUID HAND SOAPS
CONTAINING **YARMOR**

Have These Advantages

1. They remove grease, grime, and embedded dirt.
2. They have an antiseptic value.
3. They have a healing action.
4. They relieve chapped hands, minor cuts, and abrasions.
5. They have a fragrant and pleasant odor.



Steam-distilled Pine Oil
Steam-distilled Wood
Turpentine
Wood Rosin
Alpha Terpineol
Commercial Abietic Acid
Abalyn
Nitrocellulose
Chemical Cotton



We do not manufacture liquid hand soaps, but we do produce Yarmor Steam-distilled Pine Oil. Manufacturers and users will profit by investigating the advantages of liquid hand soaps containing Yarmor.

HERCULES NAVAL STORES
HERCULES POWDER COMPANY

INCORPORATED

961 Market Street, Wilmington, Delaware

BRANCH OFFICES: • CHICAGO • NEW YORK • ST. LOUIS • SALT LAKE CITY • SAN FRANCISCO



QQ-44

Place
on
container



then
twist a
quarter
turn



TWO *Easy* STEPS AND THE PACKAGE IS SEALED

WHY THE ANCHOR AMERSEAL
IS THE EASIEST CAP IN THE
WORLD TO APPLY

YOU don't need an efficiency engineer or any elaborate motion studies to prove that the Anchor Amerseal is a Godsend to production and manufacturing departments. You can see it at a glance. This cap seals so simply and easily—just two simple motions:

1. *Drop the cap on the container*
2. *Give it a quarter turn... and the job's done!*

The evenly spaced, pitched lugs on the Anchor Amerseal is what makes this happy result possible. And it makes possible also other advantages.

Because of this unique lug construction the cap may be started at any point on the container finish. No "finding" or adjusting to threads is necessary... for there are no threads.

The liner makes immediate contact with the sealing surface of the container and thus, at the very first motion of twisting, the seal is made. During the quarter turn, the lugs of the cap engage the under side of corresponding lugs on the glass finish, drawing the cap down to effect a tight uniform contact around the full 360° of the top edge of the glass.

THE short quarter turn that effects the seal is an important element in saving time and speeding up bottling operations. The gradual resistance offered by the engaging of the lugs and the spring tension in the cap helps things, too—they prevent sealing the containers too tightly or too loosely, give a wide range in sealing and add to production efficiency.

FURTHER FACTORS IN
SPEEDING PRODUCTION;
REDUCING COSTS

Liners are held in the caps by the lugs, which eliminates any need for inspection or attention to insure the presence of a liner on every package that goes out. In case there is occasional spillage of the product over the top of the container, the open skirt of the cap allows the spillage to dry up.

EQUIPMENT AVAILABLE FOR
EFFICIENT APPLICATION BY
HAND OR MACHINE

ANCHOR Amerseal Caps are equally suited to hand or machine application. When applied by hand, the use of one of Anchor's several types of hand or table sealing chucks will facilitate sealing and assist the operator.

Where volume is sufficiently large, time may be saved and efficiency increased by the use of various types of automatic equipment ranging from simple foot machines to completely automatic high-speed types. Such equipment may be rented or purchased; details of appropriate machines and sources of supply furnished on request.

If you will let us know the products you are at present packing or contemplate packing, we will be glad to demonstrate the specific advantages of Anchor Amerseals for those particular products.

Anchor

CAP & CLOSURE CORPORATION

LONG ISLAND CITY, N. Y.

TORONTO, CANADA

Branch Offices: ATLANTA • BOSTON • CHICAGO • CLEVELAND • DETROIT
HOUSTON • LOS ANGELES • LOUISVILLE • MONTREAL • NEW YORK • PHILA-
DELPHIA • PITTSBURGH • ROCHESTER • SAN FRANCISCO • ST. LOUIS • TORONTO

a container problem?

Don't waste time on it.

Don't waste money on it.

Don't grope for the answer.

Just call




OWENS-ILLINOIS



Shown above are several sizes of the Duo-Oval, an unusually attractive, two-purpose stock-mold design. Note that both sides are of different design. The feature with different labelling treatment makes it possible to obtain a variety of distinctive packages.

● The proper solution, the correct designs, the sound "reason why" analysis will come promptly to your desk, for long association with the marketing of many kinds of glass packed merchandise has given Owens-Illinois a thorough understanding of the buying habits of the millions of people who purchase pharmaceutical and proprietary products. *Onlzed* service includes the design and production of strong, accurate containers, the development of harmonizing label treatments, closure suggestions and corrugated cartons and, to assure prompt delivery, the maintenance of adequate reserves in many stock-mold shapes, styles and sizes. Every angle of your container requirements rests in the same competent hands when you deal with Owens-Illinois. That is why so many manufacturers have decided that *Onlzed* pharmaceutical and proprietary ware is a profitable, business-building investment. OWENS-ILLINOIS GLASS COMPANY, TOLEDO, O.





"BEAMAX" DRIES TO A LUSTRE LIQUID WAX

does not require
polishing...

"BEAMAX" cuts floor maintenance costs by saving labor—no buffing is necessary on application, and no polishing is required.

"BEAMAX" is easily applied with a cotton mop or lamb's wool applicator. It smooths itself. It dries to a hard, lustrous finish in twenty minutes or less.

"BEAMAX" is long wearing. Finish is easily maintained by buffing; each cleaning increases the

lustre. Floors can be washed with clear water without affecting the finish.

"BEAMAX" is recommended for all types of floors—this one wax takes care of linoleum, wood, tile, terrazzo, rubber, asphalt tile, mastic, etc.

"BEAMAX" will not show lap marks when used for "patching" worn spots. It has no odor.

"BEAMAX" is sold in drums, half-drums, and quarter-drums, as well as in 10-gal., 5-gal., and 1-gal. cans. It is a perfect emulsion and will not settle out.

Try "BEAMAX" for yourself. Send coupon for sample and prices.

**THE DAVIES-YOUNG SOAP
COMPANY**
Dayton, Ohio

Copyright 1934 by The Davies-Young Soap Co.

The Davies-Young Soap Co.
Dayton, Ohio.

Please send me without charge sample can of
"BEAMAX" Dries to a Lustre LIQUID WAX.

Name

Address

City

Can you supply

Bulk or Private Brand

**SOAPS — SOAP BASE — DISINFECTANTS
CLEANSERS — POLISHES — HOUSE-
HOLD INSECTICIDES, ETC.?**



THERE is a real market among the readers of SOAP for all kinds of bulk and private label soaps, liquid soaps, disinfectants, deodorants, cleaning preparations, polishes, fly sprays, insecticides, etc.

MANY companies are not in a position to manufacture each and every product which goes to make up their complete line. Products not manufactured are, quite naturally, bought in the trade. Then, there are other manufacturers looking to expand their lines without increasing their manufacturing fa-

cilities. In addition, there is a considerable market for products of this type among sanitary supply houses. Are you in a position to handle this kind of business in your specialties?

IF YOU do or can manufacture any of these products in a large way and desire to dispose of a portion of your output to be sold to other manufacturers and distributors, to be marketed under private brand or for repacking, it will pay you to apprise the trade of this fact through the advertising pages of SOAP. Ask any advertiser of bulk or private brand products about results.



*Write to the Advertising Department of SOAP,
136 Liberty St., New York, for further information.*

PERFUMES

FOR

SOAP

FELTON CHEMICAL CO., INC., bring to you an important message concerning the economical scenting of hand soaps and toilet soaps.

As the result of innumerable tests, in our laboratory soap equipment, we have been able to choose a large number of reasonably priced raw materials, all absolutely safe for incorporation in soap, which, when skillfully blended, permit us to offer a complete assortment of floral odors for soap, at a uniform price of one dollar a pound.

HAWTHORNE
HONEYSUCKLE
LILAC
LAVENDER
NARCISSUS

JASMIN
ORANGE BLOSSOM
PINE NEEDLES
ROSE
SWEET PEA
and many other flower notes.

PRICE—\$1.00 PER POUND

● Write for liberal working samples.

FELTON CHEMICAL COMPANY, INC.

603 JOHNSON AVENUE, BROOKLYN, N. Y.

AROMATIC CHEMICALS — NATURAL ISOLATES — PERFUME OILS — ARTIFICIAL FLOWER & FLAVOR OILS

Stocks carried in following cities:

Chicago, Ill.
1200 N. Ashland Ave.

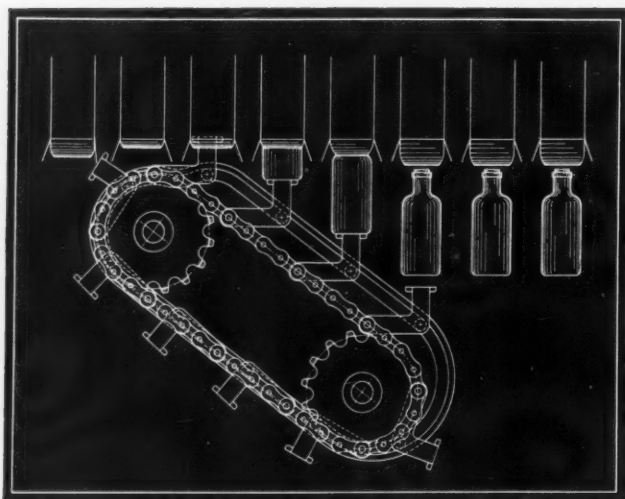
New Orleans, La.
ROBERT E. FELTON
Balter Bldg.

St. Louis, Mo.
KIEFER SALES
& ADV. SERVICE
1014 Locust St.

A COMPLETE SERVICE
FOR THE WEST
FELTON CHEMICAL CO.,
INC.
515 So. Fairfax Ave.
Los Angeles, Calif.



A NEW, SIMPLE, HIGH SPEED, POSITIVE-ACTION CONSTANT MOTION LOADER



THIS loading device has ten constantly moving fingers which are synchronized with the travel of the feed conveyor and cartons.

The fingers are moved by one chain which is only three feet four inches long. The application of power is positive.

It is noiseless and, like all other parts of the **CONSTANT MOTION CARTONER**, is simple and accessible, and will give the maximum amount of service with a minimum upkeep.

It has no plungers or plunger slides so the contents of a leaking bottle or other container will not accumulate on plungers and be drawn

back into plunger slides. For the same reason, oil from plunger slides will not drip into buckets of the feed conveyor.

It has an automatic stop which operates instantly to prevent a jam should an over-size load occur.

This loader is specially recommended for bottles or other containers where breakage must be strictly avoided.

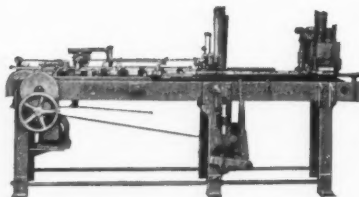
It has less than one-tenth the number of working parts in any other constant motion loader.

Like all other units of the **CONSTANT MOTION CARTONER**, it is constructed on the best mechanical principles.

R. A. JONES AND COMPANY, INCORPORATED

P. O. BOX 485, CINCINNATI, OHIO

The Standardized Constant Motion Cartoner packages bottles, jars, tins, collapsible tubes and many other articles. It folds direction sheets and inserts them and corrugated liners with the loads.



Our laundry and toilet soap presses are used almost exclusively by manufacturers the world over, for pressing cakes of soap of every shape, size and quality. Write for catalogue.

CONSTANT MOTION CARTONER



SOAP

Volume Ten

Number Seven

EDITORIAL

THE meeting of soap manufacturers late last month in Chicago was a credit to the industry and to its progressive leadership. Conspicuous by their absence were the mistrust, suspicion, and outspoken doubts of a year ago. Quite apparently the search for a solution of common problems overshadows today the previous competitive jealousies. If the code has done nothing else for the industry, it has permitted and encouraged a closer contact of individuals in all walks of the business, resulting in a better understanding. To this has been added the deft hand of experienced and tactful leadership.

At Chicago, a budget covering expenses for administration of the Soap and Glycerine Manufacturing Code was adopted. As far as we know, this budget carries the lowest cost to its industry of any figure yet adopted under the NRA. Soap makers will pay only four cents for each one hundred dollars of net sales for code administration. This means that a firm doing \$100,000 per year will have to pay forty dollars, which represents only a fraction of the relative cost in almost all other industries.

The low cost of the soap code administration is in fact a vindication of the judgment of the code authority of the industry. It has by its advice to various product groups in the industry, prevented the writing of complicated and unworkable trade practice supplements to the code. It has had its finger on the pulse of the NRA, thus avoiding the mistakes which have been so common in other industries, some of whom find themselves hopelessly entangled in badly conceived trade practice codes. These latter are being found to be not only subject to disintegration upon occasion, but likewise ex-

tremely expensive to administer. In the light of recently expressed NRA policy, the soap industry has saved money and lost nothing by avoiding trade practice code supplements. In the light of latest developments, the code authority by its evident good sense, deserves what it received at Chicago,—the confidence of the industry as a whole.

— • —

ELSEWHERE in this issue are published the latest interpretations of the soap and glycerine code as issued by the Code Authority of the industry after approval by the NRA. These complete to date all the interpretations which have been made by the Code Authority. No soap maker should fail to familiarize himself with them as well as those which have been issued upon previous occasions. As far as code administration is concerned, they are the law.

— • —

SOAP advertising is receiving increasing attention in some of the general magazines,—attention which can hardly be construed as favorable. Writers in larger numbers are poking fun at soap company copy. Maybe this is merely imitation, or becoming perhaps something of a popular pastime like criticizing Congress or the weather. At any rate, soap advertising is the target for more and more darts of the humorous writers and those who think they are humorous writers. Of late, the editor of *Vanity Fair* has taken a shot at soap advertising among other things. In *American Mercury* recently, the author of an article telling all about soap, has very little which is good to say about the advertising claims of manufacturers. The fact that he slips

on a few technical banana-peels is beside the subject. As far as advertising claims for beauty soaps, germicidal soaps, and other soaps are concerned, he brands them as just so much hot-air. On the whole, we all know he is right. And then when he said that the general run of American toilet soaps is superior to those fancy, high-priced imported soaps,—all was forgiven. But to get back to advertising,—why not elect a reform administration for a while and see what happens?

— • —

ASERIES of advertisements on "cosmetic skin" by a well-known soap manufacturer has caused more excitement among manufacturers of cosmetics and the toilet goods trade press during the past month or so than a fox in a barnyard. The suggestion in the advertisements that cosmetics should be removed from the skin by the use of soap each night before retiring as a means of avoiding "cosmetic skin," has raised a storm. Editorials have been written, resolutions have been adopted, protests have come thick and fast,—all because of the discovery of "cosmetic skin." Imagine the horror of it all! And particularly when every cosmetic manufacturer knows there is no such animal.

Frankly, we cannot see that the advertising in question is such that it may seriously injure the cosmetic business. It merely recommends the removal of cosmetics at night,—a new supply must be applied again the next morning. From the cosmetic sales angle, we do not believe any material harm will be done. From the scientific angle, we believe like many others that this "cosmetic skin" thing is just so much more advertising bunk. But, in the last analysis, no worse bunk than the advertising descriptions of those lovely creams, lotions and the like which "penetrate and nourish the skin" and do other things which put plastic surgery to shame.

— • —

THE contention by some authorities on oils and fats that low prices tend to bring about increased production of coconut, palm, palm kernel, and certain other oils produced chiefly from materials brought in by natives of the Philippines, West Africa, and the East Indies, is opposed by other authorities. Some hold that experience shows the native will do just enough work to secure the bare necessities of life. If the price of copra, palm nuts, or whatnot is

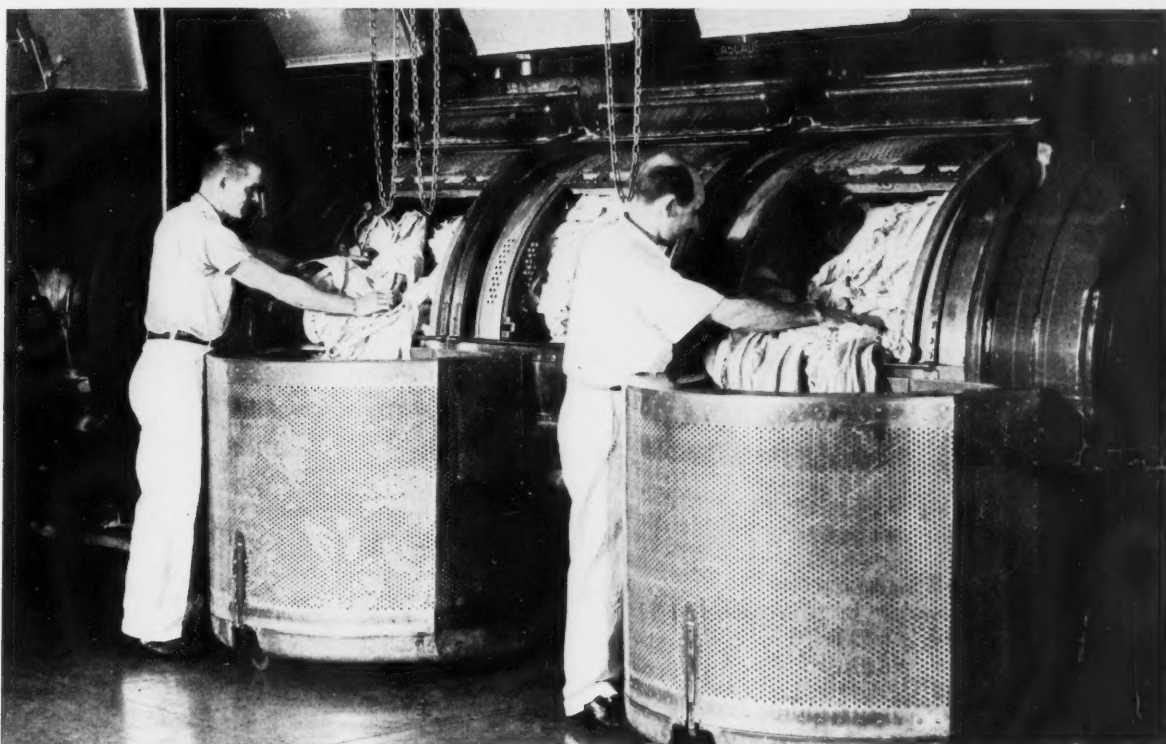
low in comparison to other commodities, he must of necessity gather and sell just so much more of the oil bearing materials in order to live. Others maintain that the old law of supply and demand still operates in Africa and the Philippines just as it always has everywhere else. They state that if the price of oil bearing materials goes too low, the native quits them altogether and turns to something else.

— • —

THE odor of rancid laundry soap and the perfume of "Evening in Paris" played their parts recently in a California murder case. A well-known American perfumer, now located in Hollywood, supplied the technical features of the testimony by identifying these odors on articles closely associated with the persons of the alleged murderess and the victim, her husband. Truly, the field of the modern perfuming expert is widening. And as to the reputed remarks of the expert regarding the quality of the soap in question,—made later off the record,—well, we wonder who *did* make that soap.

— • —

THE old "puff sheet" racket is bobbing up again in the soap and sanitary products fields. Apparently somebody has secured a new sucker list of these industries. For those who are not familiar with this form of polite racketeering, the system should be explained. The high-pressure salesman usually calls on the telephone. Under the guise of checking the accuracy of a "news story" about the victim, he reads his story over the phone. It is always laudatory and full of gush, sometimes about the victim personally and sometimes about his firm. After "verifying" the facts, he then goes into the subject of how many copies—they never mention less than a hundred—the victim would like to take at thirty-five to fifty cents each. If the victim does not buy any copies, he can rest assured that the story will never appear. These sheets usually have no definite publication dates. They appear when enough copies have been sold to make it pay. They usually carry very high-sounding names such as The International Review of Industry, Business and Commerce Review, Leaders of Modern Industry, and the like. Frankly, in our opinion, only an individual with a brain the size of a pea could be "taken in" by as obvious a racket as this. Nevertheless, it is surprising how many mature business men of substance become victims.



Ewing Galloway

If the detergents are to do their work properly, the wash wheel load must be controlled accurately. Overloading prevents efficient washing.

DETERGENTS

In Modern Laundry Practice

By C. A. TYLER, Ph.D.

PRESENT-DAY laundry practice varies from an almost primitive crudity to a series of highly elaborate and diversified operations. No doubt institutional laundries represent the worst type as a class where misuse of detergents hit-or-miss methods, and single-suds formulas often prevail, and competent supervision is deemed neither necessary nor thrifty. The other side of the picture is the first-class laundry where only modern and high-grade equipment exists and the use of chemical supplies is intelligently studied and controlled.

In general, the aim of the laundryowner is to produce good quality work. The customer is never satisfied with poor-quality work, even at a low cost. The problem of producing good-quality work with economy is large and complex. The manufacturer of chemical supplies sold to laundries is expected to have a thorough knowledge of laundry problems and to know how to deal with them. The larger houses usually issue pamphlets containing

general advice on laundry methods, and also offer to give advice on specific problems as they arise. If results are not as expected, the laundryowner is prone to lay the blame on his supplies. He says they do not live up to the performance promised by the salesman. The conditions under which they are sometimes used would horrify the technically-minded manufacturer of these supplies. While the laundryowner may have the best of intentions, his lack of technical knowledge on the whole makes it impossible for him to correct his own mistakes.

An example of actual conditions found to exist in laundry operation follows. The detergent in the formula below was used in liquid form. It was made from 100 pounds of tallow soap and 15 pounds of builder in a 100-gallon soap tank. The builder is classed as a colloidal alkali, but consists mainly of soda ash plus

a small amount of oily material. The following is the standard formula used with a 240-pound load:

Operation	Time Min.	Tempera- ture ° F.	Level In.	Built Soap Qts.
1. Break	15	95 - 115	3 - 4	24
2. Suds	15	110 - 120	3 - 4	5 - 12 (live steam)
3. Bleach	15	150 - 165	3 - 4	none to 5, + 12 qts. 1% bleach
4. Rinse	5	140 - 155	8 - 10	—
5. Rinse	5	140 - 155	8 - 10	—
6. Rinse	5	140 - 155	8 - 10	—
7. Rinse	5	140 - 155	8 - 10	—
8. Sour (HCl) ..	5	110 - 130	3 - 4	—
9. Blue	5	110 - 115	10	—

In this laundry, the general quality of the wash was poor, and particular trouble was experienced with spots on table linen. The white goods came out with a grey cast. On investigation, it was found that there was no segregation of colors, heavy soiling and light soiling. The wheels frequently contained family work mixed with stained table linen and badly soiled towels. The hot water supply was insufficient, so that live steam had to be introduced directly into the wheel. The steam condensate carried considerable iron, which appeared in the discharges whenever steam was used. Not enough suds charges were used, as the bleach was heavily loaded with soil.

THE method at once suggests that organic stains were "set" by alkali in the first hot suds. In the bleach, soap was sometimes omitted, when it should have been added to keep in suspension and carry off the wet soil particles. The high rinse after the third suds dilutes the soap, destroys the emulsion, and results in flocculation and redeposition. The four rinses were sufficient to remove alkali, but not to remove all the soap. The fourth composed and caused discoloration. The amount of bleach was excessive. The quantity recommended by the Laundryowners' National Association is 2 quarts of 1 per cent bleach per 100 pounds of clothes, or about $5\frac{1}{2}$ instead of the 12 quarts used. The large quantity was probably resorted to in an effort to remove the stains referred to. Also, since the washing itself was improperly carried out, bleach was no doubt used to improve an appearance caused by poor washing.

During the first 2 days of the week, the laundry was over-taxed. One man operated 10 wheels, which were run at the start in tandem. After one or two loads, the wheels would fall out of their regular order, which led to great confusion. Sometimes a rinse was omitted and occasionally levels were disregarded. Suds operations included charging and discharging time.

From the above description of prevailing conditions, it is obvious that inferior work would be turned out in this laundry. Corrective measures should include the following:— In the first place, soiled goods should always be classified instead of being dumped in together. The hot water supply should be increased so that direct steam need not be used. A silicate treatment is often recommended for hot water systems in laundries as a protection against rust. It builds up a protective coating on tank and pipes. Iron present during the washing

process is particularly objectionable. Not only are insoluble iron soaps formed which are difficult or impossible to remove from the wash, giving it a dingy appearance, but iron will accelerate the effect of bleach, thus tendering and yellowing the goods by the formation of oxycellulose.

The break should be run at a lower temperature, in order not to set fruit and protein stains. Where particular difficulty is encountered with this type of stain, a plain water break is advisable. Three suds operations should be introduced before the bleach. The level should be increased somewhat. The time can be shortened. The amount of bleach should be decreased. The first rinse can be lower than the others. Rinsing temperature should be increased. The sour should be changed to an organic or less strong acid than hydrochloric. The sour level should be higher. The wash-room should be given sufficient supervision and equipment so that recommended formulas are carried out with precision.

IN ANOTHER laundry, wheels of varying size, in varying stages of mechanical deterioration, were found. Several kinds of work were handled, all in a very haphazard fashion. Cold, warm and hot were used as purely relative terms, with no attempt at accurate temperature control. Several different builders were used. Chemicals were dipped out in candy boxes, scoops, kitchen pans, or almost anything. For kitchen towels from a towel service where the work came in exceptionally soiled, the following formula was used for a wheel 40 x 96 inches:

Operation	Time Min.	Temp.	Level In.	Powdered Soap Lbs.	Soda Ash Lbs.	Bleach Qts.
1. Break	10	Cold	8	2	2	—
2. Rinse	2	Cold	17	—	—	—
3. Suds	10	Cold	5	2	2	—
4. Rinse	2	Cold	17	—	—	—
5. Rinse	2	Cold	17	—	—	—
6. Suds	10	Hot	4	2	—	—
7. Rinse	2	Warm	17	—	—	—
8. Rinse	2	Warm	17	—	—	—
9. Bleach	15	Hot	3	1	—	2
10. Rinse	2	Hot	17	—	—	—
11. Rinse	2	Warm	17	—	—	—
12. Rinse	2	Warm	17	—	—	—
13. Rinse	2	Cold	17	—	—	—

The towels were still dirty when they came to the bleach, and the discharge from that was very dirty. Many wheels had to be rewashed. The washman used more than the specified quantities of materials in many cases. The main criticism here is the use of rinses between suds, as well as poorly controlled conditions. Temperature control is important, first to keep the break low enough, and second to have the suds and rinses hot enough. Lukewarm usually means from 90 to 100° F., warm from 100 to 140°, and hot from about 140 to 180° F. Temperature changes should be gradual rather than abrupt, as a gradual change is less apt to cause shrinkage. The practice of a rinse after each suds is a waste of time and supplies. In the break, the water and mechanical action alone dissolve and suspend a considerable amount of dirt. The alkali neutralizes acidity in the soil, so that soap will not be decomposed

by the acid present. Soil is always acid except under very special circumstances. Soap wets and loosens the soil not wet by water alone.

It is the function of the soap to remove the dirt from the fabric and keep it suspended in the wash water until it is drained from the machine. When there is a rinse between suds, the soap solution is diluted, and the rinse water carries away some of the soap from the fabric before it has had a chance to do its full cleansing job. This dilution of the soap solution in the fabric causes some of the finely divided dirt which has been emulsified by the soap to deposit again on the fabric. As the rinse water drains off, the fabric acts as a filter, collecting the fine dirt and letting the water through. In other words, soap solution should not be diluted until it has had a chance to carry off the dirt, which may need two or more suds charges.

At the same laundry a builder solution was prepared for the regular family wash from 40 pounds of a proprietary builder which is a mixture of soda ash and sodium metasilicate, and 20 pounds of a second proprietary builder consisting of modified soda, the solution being made up to 100 gallons. The idea of combining metasilicate with modified soda is thoroughly unsound. A reaction occurs between metasilicate and the sodium bicarbonate (NaHCO_3) of the modified soda to give insoluble sodium acid silicate and sodium carbonate. By combining these two builders, the actual amount of active builder is cut down from the amount present at the start. The wash-room operator probably had in mind cutting cost by combining a fairly expensive builder with an inexpensive one. As a matter of fact, the man who uses these proprietary products usually does not know what they are, or even if told, would not benefit by that knowledge. He judges in terms of cost and results. While many buy purely on a cost basis, the tendency is to try out new products and study the results.

IN THIS laundry, the wheels taking miscellaneous groupings were habitually overloaded. This practice is inefficient. When a wheel is overloaded, the washing solution does not have a chance to penetrate the load thoroughly, or if enough time is allowed for this, the result is decreased production. In overloading, the clothes do not receive the proper mechanical action in the lift and drop of the load. Overloading results in uneven and poor-quality work. An important soap company investigated the question of overloading not long ago. They found that increasing the normal load by 20 per cent caused a decrease of 25 per cent in the amount of work that could be handled, if washed to the same degree of whiteness obtained with the normal load.

Another fault of this laundry was that supplies were allowed to stand in barrels on a wet floor. The result was that moisture penetrated through the barrels and the contents caked badly. The manufacturer of supplies is helpless under such abuse of his products. The best he can do is to line his barrels with moisture-proof pa-



Ewing Galloway

Not only the use of the correct detergents, bleaches, etc., but their use in accurately measured quantities, marks the modern laundry.

per, or he can label his barrels with a warning to block up the barrel from damp floors.

EXCELLENT conditions were observed in one laundry. This laundry gives family service only, so that heavily soiled goods are avoided. It serves 25,000 families weekly and employs 570 workers. At all stages, the work is well organized and competently supervised. The most up-to-date machinery is used, with automatic controls of temperature, time and drainage. All supplies except the bleach are kept in a special room, where they are weighed up and then delivered to the machine operator in individual containers ready for use according to a specific formula. Supplies of bleach are kept in the wash-room near the wheels, with a measure of the correct size for the required volume of bleach. Incoming work is divided into 15 classifications, each of which has its own wash formula. The formula for flat work for a 350-pound load washed in nets is as follows:

Operation	Time Min.	Tempera- ture ° F.	Level In.	Chemicals
1. Break	8	90	6	Builder, 16 oz.
2. Suds	10	110	4	Soap, 24 oz.
3. Bleach	20	130	4	Bleach, 53 oz.
4. Rinse	3	145	8	—
5. Antichlor ...	3	175	8	Reducing agent 8 oz.
6. Rinse	3	180	8	—
7. Rinse	3	180	8	—
8. Blue & Sour. 10		180	6	Blue, 24 oz., and Sour, 6 oz.
9. Rinse	3	125	8	—
10. Rinse	2	100	8	—

The builder used consists of about 90 per cent bo-

(Turn to Page 65)

COLUMBIA



SODA ASH

•

CAUSTIC SODA

•

MODIFIED SODAS

•

CALCIUM CHLORIDE



Branch Sales Offices
BARBERTON, OHIO
431 - 451 ST. CLAIR ST.
CHICAGO
CAREW TOWER
CINCINNATI
SANTA FÉ TERMINAL BLDG.
DALLAS
Plant at BARBERTON, OHIO

THE COLUMBIA ALKALI CORPORATION

Executive Sales Offices
EMPIRE STATE BUILDING, NEW YORK

The Oil Soap Industry

Part III

By S. J. MILLER, Ch.E.

THE two preceding articles have discussed in considerable detail two of the very important products of the oil soap industry, namely, hard amber oil soap and soft amber oil soap. The former is steadily increasing in importance because it offers marked cleaning advantages in a form which makes economical use possible. The latter is declining because its nature and consistency encourage wasteful use.

Two of the most important products remaining are hard olive green soap and coconut oil soap base, with the latter's derivative, liquid toilet soap. Reduced to its simplest form, the formula for hard olive green soap is: 59 per cent oil, 29 per cent of 33° sodium hydroxide solution, 12 per cent water. However, the variations in practise are almost infinite. In the first place, fatty acids are often substituted for part or all of the oil, with corresponding changes in these percentages depending upon the respective saponification values. Then, too, it is usually deemed expedient to include in the formula more or less oil of high titre fatty acids in order to insure a high degree of solidity in the finished product. Among the materials commonly used for this purpose are cottonseed oil and its fatty acids, the latter sometimes in the distilled form, coconut oil or its fatty acids, palm oil, and even tallow. And, of course, the word "olive" in the name of this soap is not always a misnomer, for various of the lower grades of olive oil and foots find their way into the kettle, depending upon prevailing prices. Coconut oil (and palm oil) is almost always present for its lather producing power, and to improve the soap's action in all kinds of water,—usually cold,—in which it usually is used.

As a general rule, the saponification is accomplished entirely with soda. Some of these soaps are probably still partially saponified with potash, but in the writer's opinion such a practise is an unnecessary and even an undesirable refinement. The market for this soap consists of people who want a product that is in every sense a hard soap, one that comes in small units that can be conveniently distributed to the actual washmen, and one that lasts, without unduly rapid wasting or softening in water.

A straight soda soap answers all of these requirements. True, it lacks some of the ready rinsibility of a potash soap, but the buyer must and does expect to sacrifice that to gain the advantages enumerated. Enough potash to increase the rinsing speed materially would soften the soap to an unacceptable degree, unless the concentration

were run up far too high. Even the small amount of potash that is sometimes used, leads to softness of the product, especially in warm weather. Such a soap can be greatly improved without increasing its cost by substituting soda for the potash, and increasing the concentration slightly.

It will be seen from this that hard olive green soap is in reality a castile soap, at least under the prevailing definition in this country, and every user of a well-made product of this sort can testify to the correctness of this, as far as its characteristics are concerned. The writer has experimented with this soap for such diverse uses as laundering linen and cotton fabrics, bathing dogs, and washing fine furniture and woodwork, and has found that it performs all of these tasks most acceptably. That is, it does them at least as well as soaps definitely designated as castile, but that is not to say that it is the equal of a true, properly adapted castile soap for all of them. Especially in janitorial cleaning operations, in washing automobiles and in similar work, the potash soaps have given more satisfactory performance than anything else offered.

THE actual manufacture of this soap is very similar to that described for hard amber oil soap. The raw materials are charged into the kettle in whatever order is most convenient and are boiled together for at least three hours, with constant testing and fitting to come as close as possible to absolute neutrality. In this sense, exact neutrality means complete absence of unsaponified saponifiable material. Certainly, the finished product should contain no free caustic alkali, although it will usually contain a fractional percentage of sodium carbonate derived from the hydroxide.

Rosin has sometimes been used in this soap, with the idea of increasing its emulsifying powers. The usual result has been to impart a permanent stickiness to the bar and to cause wastefully rapid solution through disintegration without noticeable compensating advantages. At times, however, this expedient has been economically necessary, even though technically faulty. Again, crude soap stock has been incorporated in considerable amounts for the sake of its cheapness, and builders such as sodium silicate and soda ash have also been employed, both to increase the hardness of the bar and to improve its action in unsoftened water.

The green color of this soap, of course, is derived from the dye, which can be either an oil or a water

soluble one. In choosing the type and brand of dye to use, it has been the writer's experience that the wisest course is to select a color house in which one can have complete confidence, and leave the matter to them. Improper dyes, or variable dyes, lead to extremely annoying results because the soap remains hot and chemically active for so long a time in the frame and because the manner of sale exposes to the buyer's view the slightest irregularity in tint.

As a relatively unimportant sub-class, the cheaper types of soda oil soaps should at least be mentioned here. Most of these are merely mixtures of caustic soda and oil or fatty acids, saponified with enough water to yield a product of 30, 40, 50 or any other desired percentage, made to fit especial requirements, and not widely merchandised. Every soapmaker knows how to do this, at least when fatty acids are used, in which case the process is simplicity itself and involves nothing more than simple arithmetic and a little knowledge of saponification values. In some cases, when required, similar soaps are made with potash as the saponifier. Such soaps naturally are softer in consistency, dissolve more readily and rinse more satisfactorily.

IN SOME oil soap plants, the various liquid soaps rank next in importance. In others, they take first place. There are two broad classes:—those which are made for personal toilet use, and those which are intended for use as scrubbing soaps. The liquid soaps for personal use are offered in two forms:—ready prepared liquids of various concentrations, and solid bases from which the liquids are to be prepared by dissolving in water. The manufacture of the two is quite different. As a matter of fact, it varies considerably from one plant to the next for each soap. The most that can be done here, therefore, is to put down one method which is satisfactory. There may be other methods that are just as good, or even better.

The base is usually made either in a concentration of about 65 per cent total solids or in the neighborhood of 50 per cent. In the case of the former, the exactly weighed amounts of coconut oil, potash and water are run into the kettle, and heated moderately with vigorous agitation. About 65 pounds of 33° potash will be required for each 100 pounds of coconut oil. Soon the mixture will assume a distinctly granular appearance, although still liquid, and from that it will pass to a glistening, almost syrupy state, in which it is white and perfectly opaque. Suddenly the entire mass will congeal to a very firm consistency, and the batch is finished. The elapsed time, from first turning on the steam to the finished point, is often less than five minutes. The heating may be done either with open or closed steam. The former accelerates the reaction and does not dilute the batch too much. At the moment of saponification, the contents of the kettle expand enormously, so great care must be exercised to see that the heating is not too vio-

lent and that the mixture is thoroughly agitated to facilitate the escape of the steam which is generated.

From this description, it will be seen that exactly the correct combining weights of oil and alkali must be placed in the kettle initially, because there is no chance for fitting during the process. If uniformly perfect batches are to be assured, these amounts should be determined by the laboratory. Naturally, one determination will suffice for the manufacture of a large number of plant batches, providing the same stocks of oil and alkali are used each time.

For convenience, the term coconut oil has all along been used in discussing this soap. It is, however, by no means the only oil used. During recent years, it has been realized that straight coconut oil liquid soaps, although they lather abundantly in any water, at the same time prove distinctly irritating to many types of skin. It is probably true that there would be little or no complaint on this score if every user dried his hands thoroughly after washing, particularly in cold weather. The user must be accepted as he is, however, not as we should like him to be. Therefore most manufacturers have been using increasingly large amounts of corn oil, or other "softening" oils, in order to reduce the harshness of action of the straight coconut oil product.

SOME of this base soap is sold for use in laundries and dry cleaning plants, for wet washing, where it is said to produce especially happy results in the rejuvenation of woolen fabrics. Presumably this results from the thorough removal of greasy impurities and of the fatty substances exuded by the body in perspiration. The excellent grease removing powers of these soaps at least suggests that explanation. Even in this use, the mixed coconut and corn oil soaps are becoming more and more popular because the presence of the corn oil gives greater "body" and permanence to the lather without reducing too much its abundance.

These soaps are of the consistency of a stiff paste. They are not sufficiently firm for use by the conventional self-dissolving method, and are in most cases simply scooped out of the barrel and placed in tepid water to dissolve. But the 50 per cent product, strangely enough, is hard and lends itself to the type of package and use described earlier for hard amber oil soap. These 50 per cent soaps, instead of being made by the method just described, are prepared in the usual way by boiling together the weighed amounts of oil and potash, with any needed testing and fitting, until the oil is completely saponified and there is no excess of potash, and then continuing the boiling until a sample cooled in a small beaker hardens while still hot. At a few per cent below the finished point, the sample in the beaker will harden at top, sides and bottom, but the center will be slushy. The boiling must be continued until hardness is uniform throughout, and the soap must then be poured into packages immediately and rapidly, lest it congeal in the kettle or in valves and pipe lines.

In both types of base, color and perfume can be added

if desired. Such additions to the more concentrated product must be made at the start, or during the syrupy stage of saponification. With the 50 per cent base, however, these materials can be stirred in just before the batch is poured. In all events, the perfume should be selected with care, for the heat and causticity of the product cause most unlooked-for changes in the character of some odors. Here again, it is best to work in close conjunction with a reliable perfume house, because the average oil soap plant can hardly be expected to have on its staff a perfumer having the knowledge and experience required to decide such a matter without guesswork.

In using these bases, the customer has only to dissolve them in such an amount of water as is required to yield a liquid of the desired concentration. If the liquid must be crystal clear, it will usually be necessary either to filter it, or to let it settle and then to decant the clarified soap from the top. The settleings can then be allowed to filter slowly through canvas to avoid the loss that would result from discarding them entirely.

WHEN the liquid soap itself is to be prepared in the plant, the process is identical with that just described for 50 per cent base, except that the concentration is halted at an earlier point. The resulting soap may be perfectly clear; more often it is not, so it is pumped to storage tanks. Here ensues a stage of the process on which soapmakers are usually in violent disagreement. It is the aging of the liquid soap. If the product shows perfect saponification in the kettle, there seems to be no reason why it should improve upon standing. The writer is convinced from his own tests, however, that a soap aged for sixty days is definitely superior in abundance and permanence of lather to one which is newly made. There is a change of some kind, however, and a change for the better. After all, the changes wrought upon wine by aging are trivial from the chemist's point of view, but are vitally important when it comes to the physiological test.

Then, too, this aging allows time for most of the insoluble impurities to precipitate on the bottom of the tank. To produce a perfect product, the soap should then be chilled, and filtered at a temperature several degrees lower than any it is likely to encounter in use. In practice, this chilling is sometimes dispensed with, and the soap is packaged directly from the storage tank, if it is clear enough, or is passed through a filter at the prevailing temperature, and then packaged. Chilling before filtering is an expensive process, both because of the obvious costs, and because it throws out of solution at least a part of the heavier soaps and thus reduces the concentration of the product. For retail package sale, and for especially fastidious bulk users, the soap should be clarified in this way. For most classes of trade, it is unnecessary.

If liquid soap is to be furnished in a variety of colors and odors, the simplest procedure is to make the addi-

tions just before shipment, instead of trying to keep on hand large tanks of each type. This applies more especially to the colors or odors which are only very occasionally ordered. If two or three combinations account for 90 per cent of the demand, it would obviously be sensible to keep these on hand, filtered and ready, in suitably large amounts. Most perfumes can best be added as alcoholic solutions. Sometimes even then there is danger that turbidity will result. Any new departure should be carefully tried on a small scale before it is referred to the plant.

THE laboratory's work on these soaps can be voluminous and tedious, or it can be simple and easy. It is very often necessary to check up on the concentration of a given tank or sample of liquid soap. To do this by separating the fatty acids is unnecessarily time consuming and often most annoying to the production and shipping departments. The mere determination of anhydrous content is not entirely satisfactory with these soaps, either. For some reason, the results are not uniformly dependable. The quickest and simplest method is the one which takes advantage of the fact that soaps of different concentrations, but otherwise identical, vary materially in viscosity. The crudest sort of home-made viscosimeter, a stop watch, and a graph plotted from determined values, will enable the chemist to estimate the concentration of any liquid soap within 2 per cent in not more than three or four minutes. Naturally, allowance must be made for temperature, either by conducting all tests at a set temperature or by experimentally determining what correction it is necessary to apply to the readings from the graph.

Similarly, alkali determinations can be based upon measured volumes of the soap, rather than upon weighed amounts. This saves time and is amply accurate for all ordinary work. Glycerine determinations are almost never necessary. This constituent will be almost unvarying, assuming anything like constant quality in the oil. As with the older recommendations for other soaps, it is sometimes stated that alcohol, potassium carbonate and other ingredients should be added to preserve the attractive appearance of the soap. Frankly, the writer can see no reason at all for making such additions, beyond the amount of alcohol required to dissolve the perfume. The objections to them are manifest.

THE liquid scrubbing soaps are quite another matter. These are essentially oil soaps similar to soft amber oil soap, dissolved in water, and fortified or rendered distinctive to a particular maker by the addition of small amounts of various other materials. Sometimes a large amount of coconut oil soap is included to increase the lathering power of an obviously dilute soap. Among the special additions which are oftenest made are pine oil, cresylic acid, oil of sassafras, potassium carbonate or hydroxide, and coloring matters of any desired kind. Often

(Turn to Page 100-D)

Niagara

CAUSTIC POTASH

(SOLID, FLAKE OR LIQUID)

**quality constant—as constant
as Niagara itself**

Here at Niagara Falls, "constant" has a real significance. The hour-after-hour-after-hour flow of millions of gallons of water is a mighty reminder of Constancy . . . a constancy such as Niagara Alkali Company offers in the quality of its Caustic Potash.

Remember too—that Niagara Alkali Company was the first in America to produce Caustic Potash.

So whether you use Solid, Flake or Liquid, always specify "Niagara" . . . to assure yourself of pound-after-pound uniformity.



NIAGARA ALKALI COMPANY
9 EAST FORTY-FIRST STREET, NEW YORK, N. Y.

Associated with Electro Bleaching Gas Company, Pioneer Manufacturer of Liquid Chlorine

Approve Soap Code Budget

General Meeting of Manufacturers at Blackstone Hotel, Chicago, June 21—Discuss Code and Approve Budget—Assessment Agreed at 4c per \$100 of Net Sales—Few Questions on Code—Toilet Soaps Held Not Cosmetics—Excerpts from Address of R. R. Deupree—List of Attendance.

REPRESENTATIVES of sixty-three of the country's leading soap manufacturers met Thursday, June 21st, in the Marble Room of the Blackstone Hotel in Chicago. R. R. Deupree, chairman of the code authority for the industry and president of the Association of American Soap and Glycerine Producers, presided. Mr. Deupree was assisted by Captain Joseph F. Battley, NRA Deputy Administrator in charge of the soap code; C. R. DeLong, administration representative on the code authority, and Roscoe C. Edlund, executive secretary of the association. The meeting was closed to those outside of the industry.

The major portion of the meeting was given over to a report by R. R. Deupree concerning the experience in operating under the code since it first went into effect last November 2nd, and of the problems encountered. Mr. Deupree traced the work of the code authority, laying particular stress on the work of the Interpretations Committee. He pointed out that the decisions of this committee are binding upon the entire industry and therefore it is essential that all manufacturers keep posted on the decisions. He also discussed in detail the problem of overlapping codes and the steps that are being taken to iron out the difficulties involved. Efforts are being made to keep toilet soaps from being classified as cosmetics.

Mr. Deupree spoke about the net weight law in Virginia. This law works a distinct hardship on soapers because it provides that the net weight of products sold must be the net weight as sold and not as packed. He devoted a few minutes to a discussion of the glycerine situation and the promotional work which is being carried on.

Roscoe C. Edlund, executive secretary of the Association, gave a detailed report on the budget. He brought out the fact that the expenses incurred for administering the code thus far are \$17,940 and the estimated expenses for the rest of the year are \$39,381. Mr. Edlund gave complete details as to the allocation of these funds and any soaper desiring this complete information may obtain it directly from the NRA or through Mr. Edlund at the office of the Association of American Soap & Glycerine Producers. A resolution was adopted to give the code authority power to assess and collect sufficient

money to carry on its work. The budget as presented by Mr. Edlund and the plan for submitting reports of 1933 net sales, so that assessments may be made were unanimously approved. The sales figures submitted will be strictly confidential,—the secretary and his certified public accountant alone having access to the figures. In accordance with the usual policy, assessments made should be paid within 45 days after bills are mailed to individual companies.

The assessment rate will be figured at four cents for each hundred dollars of 1933 sales. Few, if any, industries have such a low rate and this fact was held to be good evidence of the efficient work carried on by the association and the code authority. Soap manufacturers are to be assessed on soap and glycerine sales only. The cost to a company doing \$100,000 of business is only \$40 per year.

The meeting went on record that soap is not a cosmetic and should not be included in any cosmetic or toilet articles code. Also it was agreed that the law in the state of Maine requiring registration should be opposed by the industry as unreasonable and unnecessary. A motion introduced by Albert Steiner of the Cincinnati Soap Co., providing for a committee to consider all matters of taxation pertaining to the soap industry was carried. When deemed expedient this committee is authorized to take whatever action may seem necessary.

In answer to a question presented by G. L. Simmonds of the U. S. Sanitary Specialties Corp. as to whether companies manufacturing several lines of products would be assessed by the code authority for each industry in which their products are classed, Captain Battley replied that payments would have to be made only on their principal product based on dollar sales. In other words, a company whose main business is the manufacture of soap is not to be assessed by some other code authority on other products which they make. Right to assess their other products can only be obtained by a special plea to the NRA by the code authority having jurisdiction over such other products manufactured.

Captain Battley, Deputy Administrator, explained that all employes on an hourly wage must be paid overtime, and that employes not paid for overtime must be on a weekly salary basis, have one day off each week, have a vacation each year and receive his salary during illness. With reference to the new price policy of the NRA, Captain Battley pointed out that prices cannot be raised within forty-eight hours of filing, but that they can be lowered at any time. The soap code does not cover trade practices in regard to prices, and this is the general policy of the Administration. Price lists will be available to customers and competitors in return for a

slight fee. On the whole, very few questions regarding the operation of the soap code were presented at the meeting and this was taken to indicate that the code is quite generally understood in the industry.

Following the meeting, comments on what took place were made by Mr. Edlund. The following are extracted from his remarks:

"The splendid manner in which the Chicago meeting endorsed the work thus far done, and the unanimous vote to meet expenses by a compulsory assessment, when approved by NRA, on all members of the industry of 4 cents on each \$100 of net sales, were deeply appreciated by your Code Authority. These twelve representatives of yours on the Code Authority have given unstintingly of time and service, have received no compensation but on the contrary have paid all their own travel and other expense out of their own pockets, and have worked wholeheartedly for the good of the industry. It was most encouraging to receive the approval and support that the Chicago meeting gave, and on behalf of our Directors and the Code Authority, I thank you for it.

"The meeting went vigorously on record that soap is not a cosmetic. It does not belong under cosmetics in federal or state legislation or in federal or state taxation. It does not belong under codes governing drugs or cosmetics. Upon this principle, the Code Authority and Board of Directors were directed to oppose every effort whether by legislation or otherwise to bring soap under cosmetic regulations.

"From the meeting came one strong suggestion that had not previously been discussed in the Code Authority or the Association Board of Directors (which, as you know, are the same men functioning in different capacities). This suggestion was that there are so many special, and generally inequitable, taxes being laid upon the soap industry that a strong committee should be appointed to recommend the best ways by which the Association can deal effectively with this problem. By vote of the meeting, such committee will be appointed. It is clearly understood that this is not to duplicate in any manner the work which the Bureau of Raw Materials for American Vegetable Oils and Fats Industries is doing in connection with the cocoanut oil and other raw materials taxes. Rather, the committee is to supplement that work in every way possible and to consider also all other special tax matters relating specifically to the soap manufacturing industry."

Those Who Attended

The following individuals represented the indicated firms at the meeting:

Carolyn Freund, Foree Products Co., Chicago.
 Louis Rosenberg, Lavo Co. of America, Milwaukee.
 A. Roy Robson, Fels & Co., Philadelphia.
 Herbert Kranich, Kranich Soap Co., Brooklyn, N. Y.
 W. M. Kelso, Green Oil Soap Co., Chicago.
 Geo. L. Simmonds, U. S. Sanitary Specialties Corp., Chicago.
 Clarence L. Weirich, C. B. Dolge Co., Westport, Conn.
 B. F. Flynn, Pacific Soap Co., Los Angeles.
 Dan O'Brien, Secy., Pacific Coast Assn. Soap Manufacturers, Los Angeles.

J. L. Brenn, Huntington Laboratories, Inc., Huntington, Ind.

A. L. Morf, Morf Bros. & Co., Chicago.
 Bruce E. Gollan, Holman Soap Co., Chicago.
 E. L. Holman, Holman Soap Co., Chicago.
 Geo. I. Talley, Hunnewell Soap Co., Cincinnati.
 John Hanser, Jr., John Hanser Soap Co., Milwaukee.
 G. P. Peck, Peck's Products Co., St. Louis.
 E. E. McDow, Antiseptol Co., Chicago.
 F. R. Schmidt, George A. Schmidt Co., Chicago.
 Wm. F. C. Brooker, Enoch Morgan's Sons Co., New York.
 M. H. Fairchild, M. H. Fairchild & Bros., Inc., Chicago.
 T. V. DuBois, The DuBois Co., Cincinnati.
 S. W. Coleman, George E. Marsh Co., Lynn, Mass.
 G. R. Fulton, Beach Soap Co., Lawrence, Mass.
 I. Katz, J. Eavenson & Sons, Inc., Camden, N. J.
 Wm. Newton, Jr., Haskins Bros. & Co., Omaha, Nebr.
 C. E. Gordon, Gordon Allen, Ltd., Oakland, Calif.
 Wrisley B. Oleson, Allen B. Wrisley Co., Chicago.
 G. A. Wrisley, Allen B. Wrisley Co., Chicago.
 J. A. Meinhardt, Laboratory Products Co., Chicago.
 Theo. B. Roberston, Theo. B. Roberston Prod. Co., Chicago.
 Theo. B. Robertson, Jr., Theo. B. Robertson Prod. Co., Chicago.
 M. B. Chittick, Pure Oil Co., Chicago.
 Thomas Morgan, Soap Magazine, Chicago.
 J. F. Forsyth, Gold Dust Corp., New York.
 C. G. Marhoff, Cudahy Packing Co., Chicago.
 F. H. Weiss, Cudahy Packing Co., Chicago.
 Carter D. Poland, Poland Soap Works, Anniston, Ala.
 Charles L. Daly, Jr., Carbite Soap Co., Chicago.
 Albert Steiner, Cincinnati Soap Co., Cincinnati.
 G. A. Eastwood, Armour & Co., Chicago.
 Russell White, Lever Bros. Co., Cambridge, Mass.
 C. R. DeLong, Administration Member, New York.
 Capt. Joseph F. Battley, NRA Deputy Administrator, Washington.
 Seth W. Richardson, Davies, Beebe, Busick & Richardson, Washington.
 F. H. Merrill, Los Angeles Soap Co., Los Angeles.
 S. B. Colgate, Colgate-Palmolive-Peet Co., Jersey City.
 Alex. Freyberger, Central Soap Co., St. Paul.
 M. P. O'Connell, Minnesota Chemical Co., St. Paul.
 G. F. Ebinger, Anchor Core Soap Co., Chicago.
 J. Courtney Fitzpatrick, Fitzpatrick Bros., Chicago.
 J. H. Wheeler, Paper Makers Chemical Corp., Milwaukee, Wisc.
 C. R. Lubtenberg, Chicago Sanitary Products Co., Chicago.
 C. F. Young, Davies-Young Soap Co., Dayton, Ohio.
 C. L. Delaplane, Swift & Co., Chicago.
 G. M. Churchill, Churchill Mfg. Co., Sioux City, Iowa.
 C. A. Payne, Swift & Co., Chicago.
 O. M. Burke, Manhattan Soap Co., New York.
 N. S. Dahl, John T. Stanley Co., New York.
 R. R. Deupree, Procter & Gamble Co., Cincinnati.
 L. W. Fitch, F. W. Fitch Co., Des Moines, Iowa.
 R. C. Edlund, Association Office, New York.
 J. E. Stevens, Association Office, New York.

Collection of the first month's excise tax on imported vegetable oils, originally scheduled for June 30, was postponed by the U. S. Internal Revenue Department to July 31 due to failure of the department to have ready the complete draft of the regulations. It is believed that the tax for two months will be due on July 31.

Edward D. Murphy, general sales manager of Metal Package Corp., New York, for the past fourteen years, was elected a vice-president of the company at a meeting of the board of directors, June 26.

Extracts from Address of R. R. Deupree

Meeting Soap Industry at Chicago, June 21

THE meeting was called because we felt that members of the industry might like to hear at first hand concerning the many problems we have faced, the working organization that has been set up, the results that have been accomplished, and the present status of Code activities. Two recent developments may be of special interest. One is the announcement by NRA of a price policy. The policy announced will probably deter the organization of product divisions in our industry such as were actively discussed during the early days. The price reporting plans now proposed by NRA appear to have nothing about them that is attractive to the various product divisions of our industry.

A second recent announcement is that a Code-financing policy has been determined by NRA. The NRA recognizes that Codes cost money to operate. To meet this, they have evolved plans whereby, when approved by NRA, assessment can be made by Code Authorities against industry members to raise the funds needed.

In addition to these two specific changes in the general Code situation, there is, of course, a background of further experience with NRA. Some who looked for miracles have been disappointed. NRA is found not be a panacea for all economic ailments. It has not made, and of course, cannot make, profits for everybody. The best it can do is to reduce certain evils somewhat, even in industries that go furthest in putting themselves in strait-jackets through detailed rules and regulations in Codes. Business men in scores of industries that tried to regulate everything under the sun in their Codes, are discovering that such detailed rules cannot work, that the NRA is powerless to enforce uneconomic inhibitions upon rascality on the one hand or upon extra efficiency on the other hand, and that it is not through NRA Codes that the millenium is to be achieved.

Many of you were present at the general meeting of our industry in this same room on August 15, 1933. Called together by the Association of American Soap and Glycerine Producers, the industry met on that day to consider the terms of a Code of Fair Competition to be presented to Washington to govern our industry under the Recovery Act. The Act had become law on June 16, 1933. By August, important industries were under Codes. The President's blanket Re-employment Agreement had been promulgated, and all trades and industries not under Codes, were strongly urged to submit them before September 1. Blue Eagles, much promotional effort, and the power of the Administration and of popular support, were directed toward the immediate codification of all industry and commerce throughout the United States.

Our industry, like most others, adopted a Code. The provisions thereof were agreed upon at the August meeting with a very fair degree of unanimity, probably greater than most industries are able to achieve. The meeting elected four new Directors to the Board of the Association, bringing the number to twelve. Everybody voted, regardless of whether they were Association members, and as a matter of fact, two of the four directors elected were not members (though they have since joined) while a third had been a member less than a month. The point is that this was an industry procedure, and in that meeting as well as throughout each step taken in connection with the Code, we have acted as an industry not in any way limited to membership in the Association. The Association, as a matter of duty, sponsored the Code, but the work has always been done for the industry as a whole.

The relatively speedy progress of our Code through NRA is indicated by the fact that though hundreds of proposed Codes had been submitted earlier than ours, ours was in shape for the 103rd public Code hearing, was the

83rd Code signed by the President, and was the 53rd Code to have its Code Authority recognized by the Administration and authorized to proceed officially with Code administration. For this, credit is due to the attention which members of the Code Authority gave to every demand upon them, as well as to good work by the Association staff and to the splendid cooperation given by General Williams and Capt. Battley. The attorneys of the Association also did their full part whenever called upon.

With early mailings of the code to the industry, were also enclosed "Assent Forms" upon which signature of companies adhering to the Code were requested for the records of the NRA. This was entirely voluntary but was largely complied with. A total of 351 such assents to our code have been signed and sent by manufacturers in this industry to the NRA. The Code applies, of course, whether or not such assent is signed, but it is the policy of the NRA to encourage such assents, and the signed forms thus returned have been of advantage to our office in that they have supplied correct names and addresses and are tangible evidence of active cooperation in the Code work.

Even before the formal organization of the Code Authority there was much activity among product divisions and geographical sections of the industry looking toward supplemental codes. On December 7, at San Francisco, Capt. Battley conducted a public hearing upon a proposed supplemental Code for a Pacific Coast Section. The hearing was attended by two members of the Code Authority, Mr. Merrill and Mr. Young, and by Mr. Edlund. Negotiations between the Pacific Coast Association of Soap Manufacturers, sponsor of the supplemental Code for the eight Pacific Coast and Mountain States and the NRA are still under way, and will shortly result in a supplemental Code for that section of the country.

Product division supplemental Codes have been discussed at various times during these months, by manufacturers of potash soaps, hand cleansers, non-advertised and special brand toilet soaps, cleansers made with soap and insoluble mineral or minerals as essential ingredients, other types of cleansers and cleaning compounds, washing powders and industrial bulk soaps.

In the case of a number of these products, discussion got as far as by-laws for organization of the divisions, and drafts of proposed supplemental Codes. The lack during most of 1934, of a price policy by NRA, and the announcement early in the year that pending the formulation of a price policy NRA did not wish to accept codes containing provisions bearing upon price or price exchange, was the stumbling block that in several instances deterred these groups from going further. In other cases, other matters interfered. Now that the long-awaited price policy of NRA has been announced, there is probably not much in the announced policy that will stimulate these groups toward code action.

THE present organization of the Code Authority is as follows: The President of the Association is the Chairman of the Code Authority. The members of the Code Authority are the Directors of the Association, plus the Administration representative, the latter without vote.

The three regional vice-presidents of the Association are Mr. F. H. Merrill of Los Angeles Soap Company for the Pacific Coast, Mr. H. D. Banta of Iowa Soap Company for the Central Section, and Mr. S. Bayard Colgate of Colgate-Palmolive-Peet Company for the East. In the Code Authority, these three men with the President, constitute a general committee on administrative relation-

(Turn to Page 40)



Hollywood White Liquid Shoe Cleaner appears in a new bottle and carton. Manufactured by the Frenchee Chemical Company of Richmond Hill, New York. The black metal cap is by Phoenix of Chicago. Photo by Heetfield-Tillou, also of Chicago.

New Products



The famous Lysol name appears on a bar of soap for the first time. Lysol Hygienic Soap is a white bar with a Lysol odor, being put out by Lysol, Inc., which is a subsidiary of Lehn & Fink of Bloomfield, N. J.



Two new toilet soaps of the Clover Farm Stores Corporation of Cleveland. One is their green milled toilet soap in paper wrapper and the other their Clover Farm Health Soap in carton.

and Packages



Puritan Roach Killer in a new fibre can of silver, red and black with shaker top. Made by Puritan Chemical Company of Atlanta. The container by Cincinnati Made Corporation of Cincinnati.

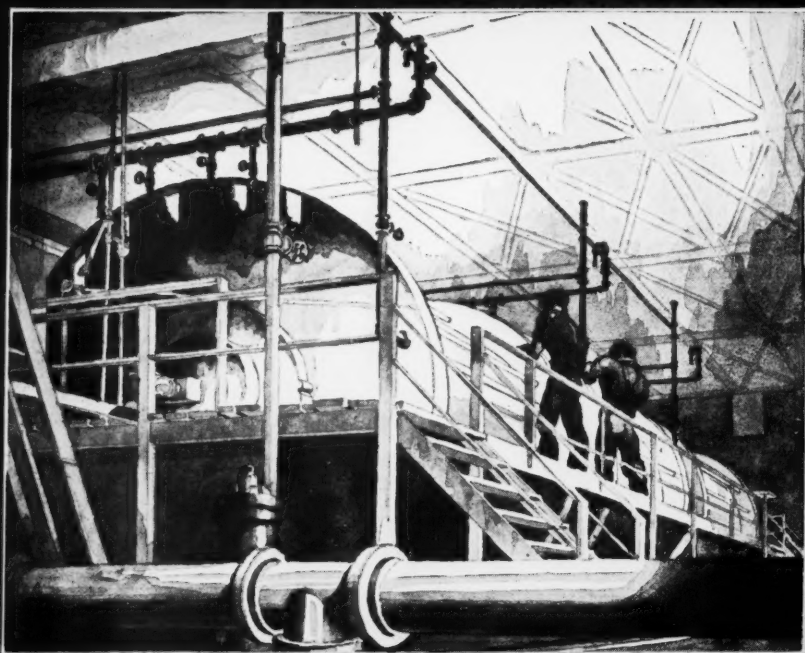
The Jean Wade line of shampoo, hand cream and hair preparations, made by Wade Perfumer of New York, is new. Bottles shown here are by Owens-Illinois. The closures are double-shell metal caps by Armstrong.



This soap dispenser of Palmer Products, Inc. of Waukesha, Wis. is topped off with a moulded cap of Durez, stated to prevent discoloration and corrosion, and easily removed for quick refilling. Improves the appearance of the dispenser.



a quicker cleaning job with



A drawing made at one of our plants by D. Douglass

Aero Brand Tri Sodium Phosphate

AERO BRAND TRI SODIUM PHOSPHATE gives a quick start that knocks the spots out of a tough cleaning job before the scrubbing is begun. It is an ideal water softener . . . a few ounces to the gallon give just that right degree of softness.

AERO BRAND T.S.P. is uniform in strength and in quality; it mixes easily because it is carefully cured and screened. It is helpful in a

thousand cleaning and washing duties. Here are a few where its efficiency has been demonstrated: For dairy equipment, dishwashing, laundries, cleaning greasy metals, cement floors, sinks, refrigerators, rubber, linoleum and painted surfaces.

AERO BRAND T.S.P. is white, crystalline . . . packed in paper-lined 125 lb. kegs, 200 lb. bags and 325 lb. barrels.

30 ROCKEFELLER PLAZA

**AMERICAN
CYANAMID & CHEMICAL
CORPORATION**



NEW YORK, N. Y.

Soap Code Interpretations

Issued by Soap and Glycerine Code Authority
and Approved by National Recovery Administration

THE following additional interpretations of the Soap and Glycerine Manufacturing Code have just been approved by the NRA and issued by the Code Authority of the industry. These interpretations have been made by the Code Authority in response to questions submitted by firms in the industry. Any question regarding the soap and glycerine code should be submitted direct by any manufacturer to the Code Authority of the Soap and Glycerine Manufacturing Industry, 386 Fourth Avenue, New York. Under the NRA, these interpretations when approved by the Administration, have the force of law. Questions on the soap code should not be submitted by manufacturers to local representatives of the NRA—all should be directed to the main office of the soap code authority in New York.

FACTS: We employ a number of persons in the manufacture of soap and soap products. The lowest paid employees receive 55c. an hour and the wage scale graduates upward to 80c. an hour. At infrequent intervals, we have required these employees to work more than 8 hours in a day and more than 40 hours in a week, and for the overtime have paid them only at their regular hourly rates.

QUESTION: Are we required to pay for overtime $1\frac{1}{2}$ the regular hourly rate, or $1\frac{1}{2}$ the minimum rate specified in the Code to employees whose regular hourly rate of pay is more than $1\frac{1}{2}$ the minimum rate required by the Code?

ANSWER: The Soap and Glycerine Code requires that every employee on an hourly rate of pay who works in excess of 8 hours in any 24 hour period or in excess of 40 hours in any calendar week, must be paid for the excess hours not less than $1\frac{1}{2}$ the regular hourly rate. "Regular hourly rate" in this connection means the rate of pay received by the employee for his regular employment.

FACTS: At the present time we manufacture a liquid soap product which we distribute and retail in packages for cleansing purposes through the grocery stores, drug stores, department stores, and by means of direct selling. We plan in the near future to sell this identical product in bulk to manufacturers of cosmetic goods for combining with other articles.

QUESTION: Would the Perfume and Cosmetic Code or the Soap and Glycerine Code apply to our manufacture and sale of the product mentioned to makers of cosmetic goods for combining with other articles?

ANSWER: The Code of Fair Competition for the Soap and Glycerine Manufacturing Industry is the only code which applies to your manufacture and sale of liquid soap. The fact that you sell soap base to a manufacturer of cosmetics would not make you subject to the Cosmetic Code.

FACTS: We have a small office force in our factory, employing four persons, one of whom is a messenger.

QUESTION: Are we permitted by the Code to pay the messenger boy \$12. per week?

ANSWER: No. The Code permits messengers, junior clerks, and others doing a junior grade of office or clerical work to be paid \$12 per week only when the total number of such employees does not exceed 5% of the total number of office employees in the establishment.

FACTS: I have read the question in the Compliance Report for the Soap and Glycerine Manufacturing Industry covering the first six months operation under the Code, and doubt the necessity for asking question No. 6, which reads as follows: "Has any skilled operator or supervisor not engaged in continuous processes where restriction of hours would unavoidably reduce production and receiving less than \$35 per week, worked in excess of an average of 40 hours a week?"

QUESTION: A. Is it necessary to have this question answered?

B. Are not such workers permitted to work an average of 48 hours per week?

ANSWER: A. Yes, the question must be answered.

B. Supervisors or highly-skilled workers who receive less than \$35 per week fall into two classifications so far as working hours are concerned:

1. Where a skilled operator or supervisor receives less than \$35 a week but is not engaged in continuous processes where restrictions of hours would unavoidably reduce production, he may not work in excess of an average of 40 hours a week. It is concerning this class of supervisors and skilled operators that the question to which you refer is asked.

2. Where a supervisor or highly skilled worker receives less than \$35 per week but is engaged in continuous processes where restriction of hours would unavoidably reduce production, he may not, under Article III, Paragraph A, Section 2, work more than 48 hours in any calendar week.

FACTS: We pay our engineer \$26.60 per week, based on a 48 hour week, our fireman \$21.23 based on a 48 hour week, and another man \$19.80 based on a 40 hour week. These men have been with us for a number of years and are thoroughly familiar with their work. Our factory is small as we employ only six or seven men all told in the factory. It is desirable that we retain the services of the above men as long as possible, as they are familiar with the various operations, and it would take some time to train new men into their line of work. Incidentally, we might mention that the fireman does other work besides attending to the boiler, and so does the engineer. Our intention is not to reduce their wages or increase the hours.

QUESTION: Are we permitted, under the Code, to change the basis of payment from an hourly wage to a weekly or monthly salary?

ANSWER: There is nothing in the Soap and Glycerine Code to stop you from changing the basis of payment of any employee from an hourly wage to a weekly or monthly salary. No change may be made for the purpose of paying an employee by the week or month a salary less than he would have received at the hourly rate.

FACT: Several department executives in our company have, from time to time, submitted questions involving interpretation of the provisions of the Code of Fair

Competition for the Soap and Glycerine Manufacturing Industry to local NRA compliance officers for advice.

QUESTION: May we regard such interpretations as official?

ANSWER: The only body vested with authority to make interpretations of the Code of Fair Competition for the Soap and Glycerine Manufacturing Industry is the Code Authority, subject to review by the NRA. Any interpretation made by a local Compliance Officer should be regarded by the inquirer as an unofficial expression of opinion, unless the inquirer knows at the time the opinion is given that it is based upon an official interpretation. Such opinions will not avoid a charge of violation of the Code if the facts in a particular case show that a violation has occurred. The safest course to follow is to apply direct to the Code Authority for the Soap and Glycerine Manufacturing Industry, 386 Fourth Avenue, New York, N. Y., whenever there is any doubt about the application of the Soap and Glycerine Code to a particular situation.

FACTS: We are engaged principally in the business of distributing heavy chemicals and dyestuffs. We engage incidentally in the manufacture of certain soap products which account for not more than 3% of our total gross sales. Because our production of soap represents such a small part of our total volume of business, we have requested the NRA for an exemption from complying with the provisions of the Code of Fair Competition for the Soap and Glycerine Manufacturing Industry.

QUESTION: Is it necessary for us to apply for and post the labor provisions of the Soap and Glycerine Code?

ANSWER: It is necessary, even though you have applied for exemption from the Soap and Glycerine Code, to file application for the official labor posters of the Soap and Glycerine Code. When the labor posters are received by you, they must be posted in accordance with the NRA regulations. If the NRA grants you an exemption from the Soap and Glycerine Code, you will then be required to attach a copy of the official exemption to the poster containing the labor provisions of the Soap and Glycerine Code.

QUESTION: Must piece workers be paid for waiting time?

ANSWER: Employees engaged on a piece work basis must be paid at least the minimum wage rates not only for the hours worked, but for the time spent on any employer's premises subject to call.

QUESTION: What is an outside salesman?

ANSWER: One who spends all or the larger part of his time in sales work outside of the establishment or office that constitutes his headquarters.

FACTS: We have employees who began with us in April, and some in January and at other times scattered through the past six months. All these, of course, were with us less than six months when the first 26 weeks under the Code expired on May 13th.

QUESTION: The Code Authority's Compliance Report form for the first six months Nov. 13, 1933 to May 13, 1934, apparently contemplates that the reporting employer will "average" the working hours of certain employees, including those who have been on the payroll only a part of this 26 weeks period. Why should we be required at this time to report the average working hours of permanent employees who have been on the payroll only a part of the 26 weeks period? Do not the restrictions on average working hours in the Code apply to each such employee at the end of the particular six months which represents his first six months work?

ANSWER: No. Article II, Section 7 of the Code reads as follows: "The term 'effective date' as used herein means the first Monday ten days or more after this Code shall have been approved by the President. The term 'six months period' means the 26-weeks period beginning (Turn to Page 100-C)

ANDREW JERGENS EXPANDS CAPACITY

Andrew Jergens Co., Cincinnati, is going forward with an expansion program which is expected to increase plant capacity by forty per cent during the next year. The new boiler plant now under construction will be completed by October at a cost of \$400,000 to \$500,000. Shortly thereafter work is to be started on a seven story factory building of modern steel and concrete construction, the cost of which is estimated at \$500,000 to \$600,000. The company is at present operating at the highest peak in its history. Besides the main plant in Cincinnati, two branch plants are located in Burbank, Calif., and Perth, Canada.

CITRUS SOAP CHANGES STOCK SET-UP

Citrus Soap Company, San Diego, California, has notified the Federal Trade Commission that it intends to issue 6,626 $\frac{1}{4}$ shares of common stock out of an authorized 15,000 shares, share for share, in exchange for 1,800 shares of preferred and 4,826 $\frac{1}{4}$ shares of common stock of Citrus Soap Company of California, in a reorganization, the new company to be known as Citrus Soap Company. The amount of the issue is not to exceed \$250,000. The new company was organized solely to take over the assets and liabilities of the old company by merger proceedings for purpose of eliminating the preferred stock of the old company.

Among the officers of the new company are: George T. Franck, president; Frank A. Gazely, secretary, and R. G. Newbegin, treasurer, all of San Diego.

FIX CODE STATUS OF SOAPS

In a decision issued June 15 by NRA Division Administrator H. O. King, all soaps with the exception of shaving soaps and shampoos have been placed under the grocery code for a period of 60 days. This is a temporary solution of the problem presented by the overlapping provisions contained in the retail drug and grocery codes covering the pricing of soaps. The provision of the grocery code now in effect provides that no soap shall be sold at less than invoice or replacement cost, plus 6 per cent. At the end of the 60-day period both code authorities will report on the operation of the order and a permanent ruling will be announced.

A code of fair competition for the sulfonated oil manufacturing industry has been approved by Administrator Hugh S. Johnson and went into effect July 9. The code establishes a basic workweek of forty hours, with minimum wages for labor of 45c an hour and a minimum of \$15 a week for clerical and office employees.

The index of employment in the soap industry, compiled monthly by the U. S. Department of Labor, stood at 102.3 in May, 1934, as compared with 104.5 in April and 83.5 in May, 1933. The pay-roll index registered 87.1 in May, 1934, as against 88.8 in April and 68.9 in April, 1933.

CHICAGO TRADE NOTES

THE second golf tournament of the Golf Auxiliary of the Chicago Drug and Chemical Association and the Chicago Perfumery, Soap and Extract Association drew 44 members and guests to the Westmoreland Country Club on June twelfth. The following were prize winners: Class A:—E. F. Smith, American Aniline Products, Inc., first, with 79-7-72; John James, Hazel-Atlas Glass Co., second with 86-13-73; A. C. Drury, A. C. Drury & Co., third with 84-10-74; Class B:—F. Z. Woods, Frank Z. Woods Co., first with 90-19-71; Phil Rising, Chas. Pfizer & Co., second with 95-17-78; Wm. Muttera, Chicago Cork Wks., third with 100-20-80. Class C:—C. P. Van Schaack, Jr., Goodwin Corp., first with 108-33-75; J. A. Scott, Merck & Co., second with 103-26-77; L. A. Solo, Solo Laboratories, third with 117-40-77; Guest Prizes, G. A. Plume with 95-24-71 and

R. A. Glanz with 86-14-72. The third tournament will be held at Bob-O-Link Country Club July 17th.

The special meeting of the Chicago Perfumery, Soap and Extract Association which was to have taken place shortly after the convention of the toilet articles manufacturers in New York was called off.

Illinois Chemical Laboratories, Inc., Chicago, have moved from their old address, 1164 W. Cermak Rd., into larger quarters at 1040 N. Halsted St.

D. A. Bennett and E. J. Strobl of Albert Verley have returned to this country following a short business trip to Europe.

A. A. Breuer, accompanied by his wife and family, are enjoying a vacation visiting Yellowstone Park and other scenic spots in the Northwest. Included in their itinerary is a visit with friends on a ranch near Cody, Wyoming.



Of all the many exhibits in Home Planning Hall at the Century of Progress in Chicago, Old Dutch Cleanser of Cudahy Packing Co., has proved to be one of the greatest drawing cards. Even when other exhibits in the building are practically deserted, a goodly crowd can be found enjoying Old Dutch's marionette show "All You Could Wish For." This entertaining play which is allegorical in form brings out many of the points emphasized in the national advertising on the product. Visitors are able to obtain the Old Dutch

Cleanser cleaning sponge together with a copy of "Cleanliness Through the Ages," booklet which are sold in combination for ten cents. The building is decorated with Old Dutch Cleanser labels from the United States and foreign countries. A fluted silver dome on top of the display represents the world with three Old Dutch Cleanser Girls traveling around it, depicting Old Dutch Chasing Dirt Around the World. This dome is illuminated with changing colored lights and presents a striking appearance.

SOAP presents a *perfuming problem* of a special character. To handle it successfully requires intimate knowledge of soap manufacturing and, above all, experience with soap perfumes.

We have done a considerable amount of work along those lines, and offer several series of soap perfumes of *tried worth*.

Send for *smelling samples*.

Almond	Lemon
Almond—Rose	Lilac
Almond—Cocoa	Lily
Antiseptic Odor	Mint
<i>Bouquets of great variety</i>	Narcissus
Carnation	Orange
Cedar	Oriental
Citrella	Patchouly
Cologne	Pine
Fougere	Pineapple
Gardenia	Rose
Geranium	Sandalwood
Girella	Sweet Pea
Jasmin	Verbena
Lavender	Violet

Also many odors for shampoo and liquid soap

van Ameringen-Haebler, Inc.

Aromatic Essentials

315 Fourth Avenue, New York

180 No. Wacker Drive, Chicago

438 West 48th St., Los Angeles

42 Wellington Street, E., Toronto

Factory, Elizabeth, N. J.

PERSONAL AND IMPERSONAL

Gold Dust Corp. is planning extensive improvements at its Baltimore plant which will involve expenditure of approximately \$250,000.

John Hanser, Hanser Soap Co., 3000 W. Hampton Ave., Milwaukee, has filed an injunctive suit against his brother, Alois Hanser, owner of the Hanser Soap Co., 2332 N. 30th St., charging unfair competition. John Hanser states that he has been in business for 15 years and charges his brother with infringing on his name and imitating his labels and packages.

J. R. Watkins Co., Winona, Minn., is reported to be considering moving manufacturing operations entirely out of that state as a result of the radical program of the Farmer-Labor Party candidate for Governorship of the State. Plants are now in operation at Newark, N. J., Memphis, Tenn., Winnipeg and Montreal, Canada, and a rapid removal of the Winona productive equipment could be made if necessary. In Newark additional land is already held and could readily be used to expand the present plant. The Winona plant at present employs about 500 persons, with an annual payroll of \$1,000,000.

Hunnell Soap Co., Cincinnati, as the first step in an expansion program has opened two new branch offices in Cleveland and Philadelphia. The Cleveland office is under the direction of E. E. Brooks, with H. G. Chadwick in charge in Philadelphia. Warehouse stocks will be carried at both points.

Soap & Chemical Co., formerly located at 1216 Metropolitan St., Pittsburgh, Pa., has changed its name to Soap & Chemical, Inc., and has moved to 1419 Beaver Ave. The concern manufactures cleansers. S. E. Van Vranken is general manager.

Colgate-Palmolive-Peet Co., Jersey City, is currently featuring a new "Measured" soap dispenser in its sales to buildings, institutions, etc. The soap is measured out in quantities just enough for one wash, and even five or six pushes of the plunger release practically the same amount of soap as two normal pressures.

Mace Chemical & Supply Co., Davenport, Iowa, has been organized by R. E. Boege to manufacture a general line of cleaning materials.

Lewis Bros., Inc., barbers' supplies, New York, has taken additional space at 142 West 24th St., where it is now conducting both manufacturing and selling operations.

S. O. S. Company, Chicago, maker of "S. O. S." cleaner, has placed its advertising account with the San Francisco office of McCann-Erickson, Inc.

Chamico Products, Inc., soap manufacturers, Bronx, N. Y., have recently moved to 1428 Blondell Ave. Kenneth M. Osterndorff heads the company.

Crescent Supply Co., Marietta, Ohio, has been permitted by the U. S. Patent Office to register the word "Cresco" as a trademark for petroleum lubricating oils and greases, despite previous registration of the word "Crisco" by Procter & Gamble Co. as a trademark for cooking fat.

J. B. Williams Co., Glastonbury, Conn., has declared an extra dividend of 25 cents per share on its common stock.

Richard L. Watkins, founder and former president of R. L. Watkins Co., Newark, N. J., died in Prospect, Ohio, June 14, after a short illness. He was sixty-nine years old and had not been connected with the Watkins Company for several years. Mr. Watkins organized the company 25 years ago in Cleveland, his first and best known product being a coconut oil shampoo. Subsequent progress of the company made it one of the leading firms of its type in the country.

Consul Lars Christensen, Oslo, Norway, has contracted with the Unilever combine to take the entire whale oil production of his group of companies during the coming season at a price to be adjusted on the basis of cost of production. The Unilever interests are not to enlarge their whaling interests during the life of the contract which may be extended at the option of the Christensen group.

Mrs. Edward Allen Olds, widow of Edward A. Olds, founder of Packer Mfg. Co., New York, died recently at her New York home. Two sons and a daughter survive. E. Allen Olds, president of the Packer Co., George S. Olds, vice-president and treasurer, and Mrs. John Crothwaite, Jr.

Mennen Co., Newark, N. J., has turned over its advertising account to the H. M. Kiesewetter Advertising Agency, New York.

Herbert Hellis, manager of the Philippine branch of Spencer Kellogg & Sons for the past ten years, died recently in Manila at the age of fifty-six.

JAVOLLAL

The Modern Successor to Citronella

Javollal offers all the advantages of Oil of Citronella with none of its disadvantages. It is stronger than the natural oil. Its odor is cleaner, pleasanter . . . in every way more attractive.

Besides replacing citronella more efficiently and economically, it is a splendid perfume for all technical products such as soaps (solid or liquid), hand cleaning compounds, petroleums, disinfectants and insecticides.

"Fragrance Creates Sales Appeal"

FRITZSCHE BROTHERS INC.

Proprietors of
Parfumeries de Seillans
Seillans, France

•
118 W. Ohio Street
Chicago

•
164 South Central Ave.
Los Angeles, Calif.

78-84 BEEKMAN ST.
NEW YORK, N. Y.

Sole Agents in U. S. and
Canada for
Schimmel & Company
Miltitz (nr. Leipzig) Germany

•
Fritzsche Brothers of
Canada, Ltd.
77-79 Jarvis Street, Toronto

Canadian Keystone Products, Ltd., manufacturers of cleansers, water softeners, etc., are reported to be moving their plant from Port Lambton to Hamilton, Ont., Can.

Petroleum Derivatives Co., Montclair, N. J., maker of "Vapon" shampoo, has appointed W. I. Tracy, Inc., New York, to handle its advertising account.

Raclin, Snow & Cleaver, Inc., is the name of a new oil and fat brokerage concern with offices at 15 William St., N. Y., 120 S. La Salle St., Chicago and 3099 E. 12th St., Los Angeles, Cal. Joseph B. Cleaver, with Rayner & Stonington, N. Y., for the past 14 years, is in charge of the New York office. The Chicago and Los Angeles offices are those formerly operated by H. L. Raclin, Inc. and the Snow Brokerage Co. respectively.

Victor Soap Co., Dayton, Ohio, announces the appointment of Krell E. Spires as general manager.

The California business of the Colgate-Palmolive-Peet Co. is now being conducted in accordance with the Fair Trade Act of that State. A schedule of minimum resale prices, effective June 10, has been issued on all products of the company. Copies of the Colgate California Retail Sales Agreement have been sent to retailers for their signature so as to establish promptly the minimum resale prices that the agreement legally permits. Copies of the schedule of prices have been mailed to the dealers also.

J. W. Gilronan, Metropolitan salesman for Davies-Young Soap Co., Dayton, Ohio, died at the Walton Hotel, Philadelphia, June 9, following a paralytic stroke suffered the night before. He had been with Davies-Young for the past four years, having specialized in the sale of dry cleaning soaps.

Bauer-Franz Co., 54 Vine St., Cincinnati, are now exclusively engaged in the sale of janitor and laundry supplies, having discontinued the wholesale grocery end of their business. They had been wholesale grocers for almost twenty years but have been gradually working over into the sanitary supply field for the past year or

A new soap-making and perfuming magazine to serve these industries in Spain is being published in Santander under the name of "Jaboneria y Perfumeria." The new publication, under the direction of Manuel Llano Merino, is a technical and industrial magazine.

American Cyanamid & Chemical Corporation announces acquisition of the plant, properties, and business of Burton Explosives, Inc., Cleveland, which company has since its organization in 1930 been engaged in the manufacture and sale of high explosives and blasting supplies. The business of Burton Explosives,

Inc. will be carried on as the Burton Explosives Division of the American Cyanamid & Chemical Corporation, New York.

J. H. Blakney has been named director of purchases by Colgate-Palmolive-Peet Co., succeeding to the position left vacant by the death of W. B. Chittenden. Mr.



J. H. Blakney

Blakney was first connected with the B. J. Johnson Soap Co., Milwaukee, as assistant purchasing agent. He retained this position when the concern became the Palmolive Company and through the merger with Peet Bros. in 1927. Following the consolidation with Colgate & Co. Mr. Blakney was named assistant purchasing director of the merged organization, which position he has held since that time. His experience in the industry extends

over a period of twenty years.

Albert J. Redpar, well-known soap maker for the past forty years, died June 22 in his 80th year at his home in Brooklyn, N. Y. Mr. Redpar was born in Dublin, Ireland, in 1854 and came to the United States in 1888. He erected soap and glycerin plants in the United States, South America and Russia. He built the first soap plant in Haiti and the first margarin factory in Chicago. He was the originator of several types of soaps, including borax laundry soap and hand grit soap. For the past ten years, he had been engaged in consulting work. He is survived by his wife, Nellie Smith Redpar, and a daughter, Edith G. Redpar.

Nasco Soap Products Company of Emeryville, California, has established quarters in St. Louis at 409 South Seventh St., under the management of A. H. Moody. The company is the manufacturer of "Miracle Soap," which will be sold through house-to-house canvass.

W. L. Gaffney has been appointed in charge of the soap department of Textile Chemical Products Co., Greensboro, N. C.

J. W. Marrow Mfg. Co., maker of "Mar-O-Oil" soapless olive oil shampoo, is starting a broad national magazine advertising campaign on this product. The drug trade is being offered a free-goods deal in connection with the campaign.

Yardley & Co., Ltd., New York, has purchased an additional strip of land adjacent to its plant in Union City, N. J., to provide for possible future expansion.

BASIC PERFUME MATERIALS

We are offering a very complete and diversified line of Essential Oils and Aromatic Chemicals of particular interest to Soap Makers and Manufacturers of Paradichlorobenzene and Napthalene products. When in the market may we have the opportunity to submit prices and samples for comparison?

As representative of the well known house of Bertrand Freres, S/A of Grasse, France, we are in a position to offer oils such as Lavender, Geranium, Thyme, Rosemary, etc., of the highest quality at competitive prices.

SUPER SOLUBLE PERFUME BASES

Our laboratory has recently developed a line of concentrates which produce perfectly clear products when used in the proportion of one to two ounces per gallon of water. This new type of base is offered in a wide range of odors, each at \$1.50 per pound. A sample sufficient to prepare a trial gallon will be forwarded upon request.



P. R. DREYER INC.

12 East 12th Street

New York

"It's the Odor that Sells the Product"

RECORD OF TRADE-MARKS

The following trade-marks were published in the June issues of the *Official Gazette* of the United States Patent Office in compliance with Section 6 of the Act of September 20, 1905, as amended March 2, 1907. Notice of opposition must be filed within thirty days of publication. As provided by Section 14, fee of ten dollars must accompany each notice of opposition.

TRADE MARKS FILED

HALO—This in solid letters describing soap chips, flakes and toilet soap. Filed by Holman Soap Co., Chicago, Apr. 20, 1934. Claims use since Jan. 10, 1931.

KITCHENEED—This in solid letters describing cleaning preparation. Filed by Kitcheneed, Aurora, Ill., Apr. 23, 1934. Claims use since middle of March, 1934.

CRITERION—This in solid letters on reverse plate describing insecticide. Filed by William J. Hodgkinson, Jr., Brooklyn, March 15, 1934. Claims use since Jan. 8, 1919.

PYROLINA—This in solid letters describing disinfectant. Filed by West Disinfecting Co., L. I. City, N. Y., Apr. 11, 1934. Claims use since July 1, 1932.

CERTOX—This in solid letters describing insecticide. Filed by York Chemical Co., New York, Apr. 12, 1934. Claims use since August, 1932.

ORTHEX—This in solid letters describing insecticidal and fungicidal materials. Filed by California Spray-Chemical Corp., Berkeley, Apr. 13, 1934. Claims use since June 15, 1933.

FARM-A-SERV—This in solid letters describing insecticide. Filed by Farm Service Stores, Inc., Minneapolis, Minn., Apr. 18, 1934. Claims use since June, 1932.

DYPERINSE—This in solid letters describing antiseptic and deodorant preparation. Filed by Kirmill Laboratories, New York, Apr. 23, 1934. Claims use since January, 1930.

CLOVER FARM—This in solid letters describing shaving cream. Filed by Clover Farm Stores Corp., Cleveland, Dec. 8, 1933. Claims use since June, 1929.

HOCKLEY—This in solid letters describing cleansing preparation. Filed by Hockley Products Co., New York, Mar. 12, 1934. Claims use since May 6, 1933.

BRAVO—This in solid letters describing cleanser. Filed by Knight-Hyma Co., Ann Arbor, Mich., Apr. 3, 1934. Claims use since Jan. 15, 1934.

TAO—This in solid letters describing soaps. Filed by H. Th. Bohme Aktiengesellschaft, Chemnitz, Germany, Apr. 10, 1934. Claims use since Mar. 3, 1934.

REGAN'S (HI-TEX)—This in solid letters on carton describing cleaner. Filed by William A. Regan, Wash-

ington, D. C., Apr. 12, 1934. Claims use since Mar. 2, 1934.

FAY'S NEO DENT—This in solid letters describing dentifrice. Filed by Fay's Neo Dent Laboratories, Spokane, Wash., Mar. 12, 1934. Claims use since Feb. 1, 1934.

HALITOSINE—This in outline letters describing tooth paste. Filed by Halitosine Co., St. Louis, Mar. 26, 1934. Claims use since Mar. 20, 1934.

MY-AID—This on oval-shaped reverse plate describing cleansing compound. Filed by My-Aid Products Co., Chicago, Mar. 28, 1934. Claims use since Sept. 1, 1933.

SHERWIN-WILLIAMS B C S—This in solid letters against background showing paint can and globe, describing insecticides and fungicides. Filed by Sherwin-Williams Co., Cleveland, Apr. 5, 1934. Claims use since Mar. 8, 1934.

DAGGETT & RAMSDELL—This in solid letters describing soap and shaving cream. Filed by Daggett & Ramsdell, New York, May 1, 1934. Claims use since Apr. 13, 1933.

TENSO—This in solid letters describing antiseptic soap. Filed by Tennessee Eastman Corp., Kingsport, Tenn., May 2, 1934. Claims use since Feb. 22, 1934.

LISTERINE—This in outline letters on carton describing tooth paste. Filed by Lambert Pharmacal Co., Wilmington, Dec. 22, 1932. Claims use since October, 1912.

PASLER'S RAT CHASER—This in solid letters with sketch of rats leaving house, describing rat exterminating preparation. Filed by Joe Pasler, Ryan, Tex., Apr. 21, 1934. Claims use since Feb. 1, 1933.

VOYOV—This in solid letters describing insecticide. Filed by Montclair Laboratories, Montclair, N. J., Apr. 28, 1934. Claims use since Apr. 19, 1934.

LISTERINE—This in solid letters on carton describing shaving cream. Filed by Lambert Pharmacal Co., Wilmington, Dec. 22, 1932. Claims use since July 8, 1927.

ARESCO—This in solid letters describing cleansing compound. Filed by Rubber Service Laboratories Co., Akron, Ohio, Apr. 12, 1934. Claims use since Mar. 8, 1933.

ATLAS—This in outline letters with sketch of man holding globe, describing shoe polish. Filed by Atlas-Irmaline Co., Chicago, Apr. 21, 1934. Claims use since Apr. 9, 1934.

SPIC—This in script on reverse plate describing cleaning compound. Filed by Millway Mfg. Co., Detroit, Apr. 23, 1934. Claims use since Apr. 5, 1934.

TARSO—This in solid letters describing soaps. Filed by Sherwin-Williams Co., Cleveland, May 7, 1934. Claims use since Mar. 31, 1934.

NEPILENE—This in solid letters describing water softener. Filed by Garden City Paint & Varnish Co., Chicago, Apr. 28, 1933. Claims use since Oct. 18, 1932.

EARTH—This in solid letters with sketch of woman holding sprayer, describing insecticides. Filed by Hideo Kimura, Hyogo-ken, Japan, June 9, 1933. Claims use since May 1, 1931.

DOGGLOW—This in solid letters describing dog shampoo and germicide. Filed by Dogglove Products, New York, Apr. 17, 1934. Claims use since Mar. 1, 1934.

FORMKOLENE—This in solid letters describing germicide, deodorant and disinfectant. Filed by Acme Chemical Co., Milwaukee, Apr. 23, 1934. Claims use since Jan. 14, 1925.

A-G—This in solid letters describing disinfectant, insecticide, germicide, etc. Filed by Creolin Co., Rahway, N. J., Apr. 28, 1934. Claims use since Apr. 22, 1933.

TRADE MARKS GRANTED

313,647. Soap Powder. Colgate-Palmolive-Peet Co., Chicago. Filed May 12, 1933. Serial No. 337,730. Published March 27, 1934. Class 4.

313,845. Insecticides. Sherwin-Williams Co., Cleveland. Filed January 26, 1934. Serial No. 346,598. Published April 3, 1934. Class 6.

313,868. Cleanser and Scouring Compound. Barnes Noble Co., Minneapolis. Filed March 25, 1933. Serial No. 336,058. Published January 16, 1934. Class 4.

313,902. Soap Compounds. Mistral Co., Lexington, Mass. Filed February 16, 1934. Serial No. 347,449. Published April 3, 1934. Class 4.

313,948. Cleaning Fluid. Mrs. K. Caram, Ferndale, Mich. Filed December 29, 1933. Serial No. 345,546. Published April 3, 1934. Class 4.

314,098. Polishes. Great Eastern Laboratories, Baltimore. Filed January 18, 1934. Serial No. 346,188. Published April 10, 1934. Class 16.

314,161. Insecticide. Thorocide Co., St. Louis. Filed February 6, 1934. Serial No. 347,012. Published April 10, 1934. Class 6.

314,191. Insecticide. S-D Insecticide Co., Newark. Filed January 26, 1934. Serial No. 346,557. Published April 3, 1934. Class 6.

314,260. Shaving Cream. Procter & Gamble Co., Cincinnati. Filed March 1, 1934. Serial No. 348,037. Published April 17, 1934. Class 4.

314,271. Antiseptic and Germicidal Preparation. Reort Chemical Corp., Lindenhurst, N. Y. Filed March 3, 1934. Serial No. 348,143. Published April 17, 1934. Class 6.

314,287. Deodorants and Insecticides. Fin-Wood Laboratories, Washington Court House, Ohio. Filed February 21, 1934. Serial No. 347,680. Published April 10, 1934. Class 6.

314,297. Cleaning Composition. Paper Makers Chemical Corp., Wilmington. Filed February 3, 1934. Serial No. 346,913. Published April 10, 1934. Class 4.

314,298. Cleaning Powder. Paper Makers Chemical

Corp., Wilmington. Filed February 3, 1934. Serial No. 346,914. Published April 10, 1934. Class 4.

314,346. Insecticides. Derris, Inc., New York. Filed February 28, 1934. Serial No. 347,965. Published April 10, 1934. Class 6.

314,397. Water Softener and Bleaching Preparation. Oxene Products Co., Dayton, Ohio. Filed February 17, 1934. Serial No. 347,486. Published April 17, 1934. Class 6.

314,401. Water Softeners. Oxene Products Company, Dayton, Ohio. Filed February 17, 1934. Serial No. 347,485. Published April 17, 1934. Class 6.

ADDRESS BY R. R. DEUPREE

(From Page 27)

ships. In addition, the three vice-presidents constitute the Trade Practice Complaints Committee. Each of these men in turn appoints two men to serve with him as a regional adjustment agency to deal with trade practice complaints.

In our Code there are no trade practice rules or regulations, but the Code Authority has taken the position that even without official responsibility we are willing to do everything we can to adjust complaints and to bring about correction of any practices against which just complaint may be made. These regional committees, recently appointed and not yet called into active service, are Messrs. A. F. Danz of Colgate-Palmolive-Peet Company and Daniel E. O'Brien, secretary of the Pacific Coast Association, to serve with Mr. Merrill for the eight Pacific Coast States; Messrs. William Newton, Jr., of Haskins Bros. Soap Company and Wrisley B. Oleson of Allen B. Wrisley Company to serve with Mr. Banta in the Central Section; and Messrs. A. B. Stewart of Lever Bros. Company and A. E. Olds, Jr., of Packer Mfg. Company to serve with Mr. Colgate in the East.

The Treasurer of the Association is Mr. Colgate, succeeding Dr. J. S. Goldbaum. The Assistant Treasurer, as well as the Secretary of the Association, is Mr. Nils S. Dahl of John T. Stanley Company. The Association has thus far handled all accounting for the Code Authority, and in fact, has financed the Code Authority's work. Code Authority expense has been separately recorded in the Association books, which are audited monthly by certified public accountants.

The Manager of the Association, Mr. Roscoe C. Edlund, is Executive Secretary of the Code Authority. He is assisted by Messrs. A. P. Federline and J. E. Stevens, together with the recent appointment of Mr. J. Malcolm Miller as an office man and correspondent. Mr. N. N. Dalton, formerly vice-president of Colgate-Palmolive-Peet Company, is glycerine research director for the Association, but is not connected with the Code Authority work.

One of the hardest working committees of the Code Authority is known as the Interpretations Committee. It is the function of this committee to prepare for the Code Authority the answers to the many questions that come from the industry, as to the meaning and application of the various detailed provisions of the Code. Explanations and interpretations of the Code must be handled with extreme care because these ultimately become the official rulings both of the Code Authority and of the NRA and therefore have all the force of law for the governing of the industry.

The procedure with all interpretations is that the Committee passes upon them in writing at an actual meeting at which they can be discussed in detail. The source of each question is always confidential to the Executive Secretary and his assistants and is not known to the Interpretations Committee or to any member of the Code Authority. When the Interpretations Committee has agreed, the question and answer is sent to all industry members

of the Code Authority. Each has opportunity to register any objection or a different view. If none is received, the recommended interpretation is sent to Capt. Battley and Mr. DeLong for the next step in the procedure.

Let us suppose, however, that any one of the twelve industry members of the Code Authority does not find himself in complete accord with the interpretation recommended by the Interpretations Committee. In that case that particular interpretation must be discussed by the entire Code Authority in regular meeting. For several months it was the custom of the Code Authority as a whole, to act upon all interpretations in full meeting, but since this usually took several hours, it is now only the disputed interpretations that come before the entire group. However, it is only when all twelve industry members of the Code Authority are in accord that the proposed interpretation goes to NRA for review and approval.

With from ten to twenty questions coming in each month that require new explanations, interpretations, or other types of rulings under our Code, it can readily be understood that most Interpretations Committee meetings require several hours of intensive discussion. This Committee consist of three Eastern members of the Code Authority who can assemble when needed at the Association office: Messrs. Samuel S. Fels of Fels & Company, Chairman, who is sometimes represented by A. Roy Robson of that company; F. A. Countway of Lever Bros. Company, who is regularly represented by A. B. Stewart of that company; and Nils S. Dahl of John T. Stanley Company.

ADMINISTRATIVELY, and as matters of study and research, there are several subjects covered by the Code which have led to the appointment by the Code Authority of other important committees. This process is not yet over, for simple as our Code may look upon hasty reading, the provisions it contains are basic and require still further organization and work. It must be remembered that as long as the Recovery Act is law, and our Code continues in effect, we as an industry have legal and moral responsibilities to carry it out. Your Code Authority takes these responsibilities seriously. And since every project requires time and money, all of which must come out of the industry itself, we of the Code Authority have been slow to consider adding to present tasks by amendments, additions, fair practice rules, or what not. In the long run, we think the industry will be grateful to us for not saddling impossible or impracticable obligations and regulations upon you. We believe you will also thank us for keeping expense and industry assessment at a minimum.

Another important committee the Code Authority appointed is a Committee on Statistics and Cost-Finding. The necessity for this committee lies first in the responsibility of the Code Authority to gather from the industry, information, statistical or otherwise, that shows that the hour and wage provisions of the Code are being observed. It lies, secondly, in the fact that as a Code Authority we must gather such statistics as the Administration may require. It lies, thirdly, in the fact that we are directed by the Code to make studies in an effort to arrive at fair and uniform cost-finding procedures.

In line with this principle, the Committee on Statistics and Cost-Finding consists officially of Messrs. Banta, Colgate, Countway, Deupree and Katz. Actually, the work has been done by the following under the Chairmanship of Mr. Edlund as Executive Secretary:

Leo Golden of Iowa Soap Company, representing Mr. Banta.

A. J. Lansing of Colgate-Palmolive-Peet Company, representing Mr. Colgate.

A. P. McIntyre of Lever Bros. Company, representing Mr. Countway.

W. R. Huber of Procter & Gamble Company, representing Mr. Deupree.

I. Katz of J. Eavenson & Sons, Inc.

with G. M. Pelton of Swift & Company added as a sixth

member. This is a committee of as expert men on these subjects as we could gather from this industry.

Two questionnaires, both approved by the NRA, have reached the industry from this Committee. One questionnaire, on Compliance with the hours and wages provisions of the Code, was mandatory upon each member of the industry to fill in and return to the Code Authority office. The other questionnaire, on Cost-Finding methods, is for voluntary return from all in the industry who are willing to cooperate in the study of this important subject. Statistically, we have asked the industry for little as yet. We have, as you know, made some special inquiries at various times about employment, hours, and wages, but nothing periodically along these lines has yet been required.

Companies failing to reply to the Compliance questionnaire are in violation of a necessary requirement of Code Administration. As such they must shortly be reported to NRA for whatever action the Administration may take. As such they are not entitled to the Code Eagles now being distributed to replace the former Blue Eagles.

The Cost-Finding questionnaire is obviously a questionnaire as to present methods of accounting. There is nothing in it which anyone need hesitate to answer. Through it the Committee seeks only to learn to what

(Turn to Page 53)

New Patents

Conducted by

Lancaster, Allwine & Rommel

Registered Attorneys

PATENT AND TRADE-MARK CAUSES

815 15th St., N. W., Washington, D. C.

Complete copies of any patents or trade-mark registration reported below may be obtained by sending 25c for each copy desired to Lancaster, Allwine and Rommel. Any inquiries relating to Patent or Trade-Mark Law will also be freely answered by these attorneys.

No. 1,957,429, Insecticide, Patented May 8, 1934, by Elmer Wade Adams, Hammond, Ind., assignor to Standard Oil Company, Chicago, Ill. A new composition of matter, comprising pyrethrum flower extract and an alkyl phthalate.

No. 1,957,918, Process of Making Sulfur Soap, Patented May 8, 1934, by Tomoichiro Tanaka, Hongo-Ku, Tokyo, Japan. A substantially odorless sulfur soap comprising approximately one part sulfur, one part resin soap, one part of a two to one mixture of iodized starch and an oily or waxy body such as vaseline, and about ten parts of an alkali soap.

No. 1,960,500, Washing-Fluid, Patented May 29, 1934, by Luigi Longo, Rome, Italy. A washing, cleaning, bleaching, deodorizing and disinfecting liquid, containing water, alkali and other ingredients forming lixiviums, and hypochlorite, and further containing a small quantity of perfuming agent, previously dissolved in alcohol and added to the liquid before the addition thereto of the hypochlorite.

WARNER

PIONEERED FOR NEARLY 50 YEARS

CAUSTIC SODA
HIGHEST GRADE
(ELECTROLYTIC)

IN EITHER
SOLID OR LIQUID
FORM

**CARBON
TETRACHLORIDE**
REDISTILLED
WATER-WHITE

SUPPLIED ALSO
IN COMBINATION WITH
OTHER SOLVENTS TO MEET
INDIVIDUAL REQUIREMENTS

**TRI-SODIUM
PHOSPHATE**

FINE GRANULAR AND
POWDERED
A FREE FLOWING AND NON-CAKING
PRODUCT NATIONALLY KNOWN
FOR ITS UNIFORM QUALITY

*An opportunity to submit samples
and quotations is solicited*

WARNER

CHEMICAL COMPANY

Pioneer Producers 1886

CHRYSLER BUILDING
NEW YORK CITY

155 E. SUPERIOR ST.
CHICAGO

70 RICKARD ST.
SAN FRANCISCO

EXCLUSIVE SALES AGENTS for WESTVACO CHLORINE PRODUCTS, Inc.

RED
OIL



TALLOW

Controlled Production:—

We collect, render and refine all of the raw materials used in our stearic acid and red oil. This close control, not available in any other brand, insures high quality products by eliminating low grade raw materials. Let us submit samples and prices. There is no substitute for quality. Use them in your

Dry Cleaning Soaps

Shaving Soaps

Special Cleaners

Polishes

Liquid Soaps



**FANCY - EXTRA and SPECIAL
TALLOW**

Fatty Acids



Theobald Animal By-Products Refinery

KEARNY, N. J.

ESTABLISHED 1914

CONTRACTS AWARDED

In a recent bidding on laundry supplies for the Brooklyn, U. S. Army Quartermaster, the following contracts were awarded to Colgate-Palmolive-Peet Co.: 16,000 lbs. laundry soap, 5.47c; 5,400 lbs. powdered soap, 5.544c; 3,000 lbs. powdered soap, 5.47c; 6,000 lbs. powdered soap, 5.614c; 14,000 lbs. powdered soap, 5.764c; 8,000 lbs. laundry soap, 5.61c; 2,000 lbs. laundry soap, 5.51c; 6,000 lbs. laundry soap, 5.225c. S. Weinstein Supply Co. was awarded 2,000 lbs. soap powder at 1.944c; Sterling Supply Co. awarded 6,000 lbs. laundry soap at 5.69c, and 24,000 lbs. at 5.29c.

Geo. E. Marsh Co., Lynn, Mass., was low bidder on 5,000 lbs. chip soap for Panama Canal supply division in a recent bidding, with a quotation of \$269.96. General Soap Co., San Francisco, was low on 7,500 lbs. laundry soap with a bid of \$228.75. Colgate-Palmolive-Peet Co. was low on 1,375 lbs. toilet soap with a bid of \$100. Conray Products, New York, was low bidder on 10,000 lbs. trisodium phosphate with a quotation of \$392.

Merchants Chemical Co. has been awarded a contract for 3,600 lbs. caustic soda for the Brooklyn U. S. Army Quartermaster at a price of 5.16c. Also awarded 5,000 lbs. soda ash at 2.35c.

A concern in Prague, Czechoslovakia, is interested in purchase of or agency for a deodorant soap. American concerns may secure further details by addressing the U. S. Bureau of Foreign and Domestic Commerce, Washington, mentioning file number 7471. A concern in Tenerife, Canary Islands desires to purchase toilet soaps. Mention file number 7488 in applying.

Walter G. Norvell, superintendent of Parke, Davis & Co., Detroit, died last month at his summer home in Kingsville, Ont.

Willard Ohliger, chairman of the board of Frederick Stearns & Co., Detroit, died last month in the Henry Ford Hospital, Detroit, after a short illness. Mr. Ohliger's career with the company started in 1901. He was successively chemist, chief chemist, director of manufacturing, general manager, president and finally chairman of the board.

The importation of coconut oil fatty acids by American soap makers as a means of escaping the effect of the excise tax was forecast by Representative McDuffie in a recent Congressional statement. He pointed out that

European refiners of high quality fatty acids could greatly undersell coconut oil producers in the American market with a product which is suitable for soap use, still further reducing the amount of tax-paying coconut oil which the American market may be expected to absorb.

APPROVE SOAP CODE FOR COAST

Approval of a supplementary code of fair competition for the Pacific Coast section of the soap and glycerine manufacturing industry was announced July 2 by National Recovery Administrator Hugh S. Johnson. The code which incorporates all the labor provisions of the basic code, became effective July 9. It establishes a supplementary code authority consisting of the 13 members of the board of directors of the Pacific Coast Association of Soap Manufacturers and not more than three members without vote to be appointed by the Administrator.

Wilbur-Ellis Co. and J. H. Redding, Inc., brokers in vegetable, fish and whale oils, etc., whose organizations were merged last year, have again assumed separate identities and are now operating under their original names. Separate offices are being maintained at 17 Battery Place. John Dallan is in charge of the Wilbur-Ellis office and Robert Hebert of the J. H. Redding office.

Stocks of refined cottonseed oil on hand in United States as of May 31, 1934, totaled 805,215,897 lbs., as compared with 781,071,399 lbs. a year previous. Stocks of crude cottonseed oil were 76,076,939 lbs., May 31, 1934, as against 81,283,020 lbs., May 31, 1933.

SOAP ADVERTISING CONTEST

In the display advertising contest, conducted among advertisers in SOAP at the Twentieth Mid-Year Meeting of the National Association of Insecticide & Disinfectant Manufacturers, held in Chicago last month at the Edgewater Beach Hotel, first place was won by the Anchor Cap & Closure Corp. of Long Island City, N. Y., with an advertisement for their Turret Tube. Second place was won by the Davies-Young Soap Co. of Dayton, Ohio, with an advertisement for Beamax, their gloss-drying floor wax. Practically all of those who attended the convention visited the exhibit and cast votes in the contest, the Anchor advertisement winning the most votes.

Market Report on TALLOW, GREASES, AND OILS

(As of July 9, 1934)

NEW YORK—The effect of the imposition of the excise tax began to make itself felt this period as prices of domestic oils and fats moved upward. Corn oil, cottonseed oil, tallow and greases were all priced higher, while imported oils such as coconut and palm were fractionally lower and in small demand. Soap manufacturers are still holding to their waiting policy in replenishing stocks. Most firms had bought well ahead prior to the effective date of the excise tax and are postponing the purchase of replacements as long as possible to see what may develop.

Coconut Oil

The coconut oil market moved fractionally lower this period, but soap manufacturers manifested little interest in this oil which with the addition of the excise tax is out of line with competing products for soap making use. Manila tanks are offered in New York at $2\frac{1}{2}$ c. pound. Futures are said to be quoted higher in the primary market.

Corn Oil

Corn oil was quoted half-a-cent a pound higher this period with offerings from producers light. Consumers are reported to be holding off and awaiting further developments in the situation. Mill tanks are quoted currently at $5\frac{1}{4}$ c. pound.

Cottonseed Oil

Crude cottonseed oil moved rather sharply higher this period and is now quoted at 5c. pound. The attitude of holders toward future price developments seems optimistic, and many are reported to be holding for a further advance. Weather and crop reports are favorable in the main, but of course receipts are falling off as is usual at this season of the year.

Grease

Grease prices advanced fractionally again this period after easing last month under increased offerings. The current market for house and yellow grease is $3\frac{3}{8}$ c. to $3\frac{5}{8}$ c. pound.

Palm Oil

Quotations on palm oil were fractionally lower this period as the excise tax made this oil unattractive to soap makers. The inside quotation is now $3\frac{1}{8}$ c. pound, with shipment prices easier.

Tallow

Tallow was quoted a quarter of a cent a pound higher this period in company with the higher prices for other domestic soapmaking materials. More interest was shown among buyers, but as in the case of other materials, little actual business was closed due to the apparent desire of buyers to postpone action as long as possible. City extra is quoted currently at $3\frac{3}{4}$ c. pound.

Pompeian Corp., Baltimore, will decrease its capital stock from the present 60,000 no-par common shares to 50 shares of a par value of \$20.

EXTEND TIME ON OIL EXCISE TAX

The time for payment of the three-cent oil excise tax for May without penalties has been extended to July 31 by the Bureau of Internal Revenue. This has been due to the delay in issuing complete regulations covering the collection of the tax. The period covered by the order is from the effective date of the tax to the end of May. The order states:

To Collectors of Internal Revenue and Others Concerned:

Subsection (b) of section 602 $\frac{1}{2}$ of the Revenue Act of 1934, relating to the processing tax on certain oils, provides: "(b) Each processor required to pay the tax imposed by this section shall make monthly returns under oath in duplicate and pay the tax to the collector of internal revenue for the district in which is located his principal place of business, or if he has no principal place of business in the United States, then to the collector of internal revenue at Baltimore, Maryland. Such returns shall contain such information and be made at such times and in such manner as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may by regulations prescribe. The tax shall, without assessment by the Commissioner or notice from the collector, be due and payable to the collector at the time so fixed for filing the return. If the tax is not paid when due, there shall be added as part of the tax interest at the rate of 1 per centum per month from the time the tax became due until paid."

Pursuant to the above provisions, every person required to pay the processing tax on certain oils, imposed under section 602 $\frac{1}{2}$ (a) of the Revenue Act of 1934, must make a return under oath, in duplicate, on Form 932 for each calendar month, in accordance with the instructions printed on the back of that form. Such return, accompanied with the tax, must be filed with the collector for the district in which is located the principal place of business of the taxpayer (or if he has no principal place of business in the United States, with the collector at Baltimore, Maryland), on or before the last day of the month following that for which such return is made.

Returns and tax payments for the period May 10, 1934, to May 31, 1934, inclusive, will be accepted as timely made, without the assertion of 25 per cent penalty or of interest, if received by the collector or his authorized representative on or before July 31, 1934.

GUY T. HELVERING,

Commissioner of Internal Revenue.

SOAP AND DISINFECTANT CHEMICALS

(As of July 9, 1934)

NEW YORK—The market for soap and disinfectant chemicals was seasonally quiet this period, with withdrawals on contract slowing up moderately as many concerns in the field curtailed activities. Significant price changes did not develop during the period. Glycerin quotations were unchanged at the advance of last month. Rosin prices were moderately lower on all grades. Soap manufacturing operations have been pushed at a high pace in the past few months to build up substantial stocks prior to the imposition of the excise tax on vegetable oils. The failure of the present decline in activity to reach more than seasonal proportions is accordingly looked on as a sign of healthy activity in the trade.

Alkalis

Soap manufacturers continue to take substantial quantities of caustic potash, soda ash and caustic soda against their contracts. The productive level of the industry is holding up very well over the summer months in spite of the abnormal activity prior to imposition of the excise tax. It had been expected that much more of a let-down would be encountered when once the tax had gone into effect.

Glycerin

Glycerin prices held firm this period at the new high levels established last month. Some producers of crude were still wary about disposing of their output, holding out for further advances. The opinion is expressed that some of them may possibly overstay their market and find themselves selling at past-the-peak prices later on. Crude is quoted currently at an inside price of 9c.

Rosin

Rosin prices moved lower this period as uncertainty developed concerning the production and marketing measures recently put into effect. Additional interest was manifested by buyers at the lower levels. Stocks are currently considerably smaller than they were a year ago. The closing schedule this period was: gum rosin, grade B, \$5.25; H, \$5.30; K, \$5.40; N, \$5.55; WG, \$5.70; X, \$5.85; wood rosin, \$4.40 to \$6.20.

The 37th annual outing of the Foragers was held at Green Gables, Long Branch, N. J., Saturday, June 30. Those attending left New York by steamer and arrived at Green Gables at 11:30 A.M. A series of races was run off, followed by a baseball game. A shore dinner concluded the program. Prizes were distributed to winners in the various events at a luncheon in New York, Wednesday noon, July 11.

The Maine cosmetic law requiring registration of toilet preparations sold in that state went into effect July 1. To date it is reported that no soap manufacturer has registered any soaps under the Maine law, it being the opinion in the trade that application of the law to soaps can be successfully contested. A preliminary hearing on the constitutionality of the legislation was to be arranged in Portland as early as possible after the effective date of the law.

Liggett Drug Co. has obtained an injunction restraining the enforcement of the Maine cosmetic law which went into effect July 1. The statute provides for registration of all cosmetics sold in the state and imposition of a tax. The contention of the Liggett Co. is that the purpose of the law is not to regulate cosmetic sales but to raise revenue. Federal Judge John A. Peters granted the injunction.

A nationwide contest for women will be announced shortly by Procter & Gamble Co. to stimulate sales of "Camay" soap. The contest will be supported by a national newspaper advertising campaign and a nationwide radio hookup.

Messrs. Ajotal, Ltd., London, are marketing a new product, "La Toja Mud Soap," containing radio-active mud.

Horace W. Remington, general foreign sales manager of Colgate-Palmolive-Peet Co., is in Europe on an extensive tour of inspection of the firm's branch offices. He will return in two or three months.

Operations at the Milwaukee plant of Colgate-Palmolive-Peet Co. are being curtailed gradually prior to complete shutdown early in September. Production will be shifted to the Kansas City, Mo., and Jeffersonville, Ind., plants.

U. S. CASTILE SOAP IMPORTS UP

Imports of toilet soaps into the United States during the first quarter of 1934 were valued at approximately \$134,000, as against \$88,000 for a similar period of 1933. Details of the trade are shown in the following table:

Soap	1933		1934	
	January-March Pounds	Value	January-March Pounds	Value
Castile	416,000	\$32,000	547,000	\$59,000
Toilet	136,000	34,000	105,000	39,000
Other	307,000	22,000	378,000	36,000

for 96 years

Importers Dealers Brokers

*We have been supplying raw materials to the
Soap and Allied Industries*

OLIVE OIL, all grades OLIVE OIL FOOTS

Fatty Acids, Animal and Vegetable

Cottonseed Soapstock

Boiled-Down Cottonseed Soap

Neatsfoot Oil
Coconut Oil
Cottonseed Oil
Palm Kernel Oil
Stearic Acid
Oleo Stearine
Soya Bean Oil
Palm Kernel Oil

(English or German
Denatured)

Rapeseed Oil
(Undenatured)
Castor Oil
Sesame Oil
Lard Oil
Palm Oil
Corn Oil
Peanut Oil
Grease (Animal)

Tallow
Red Oil
Soap Colors
Chlorophyll
Soda Ash
Sal Soda
Talc

Trisodium Phosphate
Caustic Potash
Carbonate Potash
Bath Powder
Modified Soda
Caustic Soda
Silicate of Soda
Meta Silicate and
Metso

"CEREPS" Superfatting Neutralizing Agent

Write for Information and Samples.

WELCH, HOLME and CLARK CO., Inc.

563 Greenwich St.

Established 1838

New York City

GERANIUM ARTIFICIAL

Saves up to 50% in soap perfuming!

USE Geranium, Artificial, in place of or in combination with Geranium Oil and save up to 50% or more of your soap perfuming costs. Our Geranium, Artificial, has a very fine odor value and the same Rhodinol content as the pure oil. It is a completely satisfactory substitute. With Geranium prices high, this is the time to investigate this excellent product. May we submit samples and quotations?

POLAK'S FRUTAL WORKS, INC.

350 WEST 31st STREET, NEW YORK CITY

Perfuming Specialties for Soaps and Sanitary Products

ESSENTIAL OILS AND AROMATICS

(As of July 9, 1934)

NEW YORK—A number of new developments featured the market for essential oils and aromatics this period, with spectacular rises being noted in such oils as orange, lemon, peppermint, spearmint, bois de rose and lavender. On the other side of the market were oils lemongrass, geranium and citronella, which were quoted lower on the basis of lower replacement costs.

Oil Bois De Rose

Higher replacement costs sent the price of this oil up sharply this period, with the current quotation being \$1.34 to \$1.45 pound.

Oil Citronella

Lower shipment quotations from Ceylon sent the price of this oil down a cent a pound late this period. The local market price is now 28c. to 29c. pound.

Oil Geranium

Slackening demand has prompted a reduction in the inside quotation on Algerian oil from \$6.00 to \$5.75 per pound. The range is up to \$7.50. Bourbon is quoted from \$5.50 to \$6.40.

Oil Lavender

Higher replacement costs have recently caused a further advance in local market quotations for both U. S. P. lavender and spike grades. In some quarters the inside U. S. P. quotation is as high as \$2.50 a pound, while Spanish spike is quoted at 95c. to \$1.00.

Oil Lemongrass

Lower quotations in the primary markets have served to reduce the price of lemongrass oil locally. The present range is from 92c. to 95c. pound.

Oil Peppermint

Prospects for small production this year, combined with the limited size of the 1933 carryover stocks, combined to shoot the price of peppermint oil sharply higher this period. The market has advanced practically a dollar a pound, with natural oil ranging now from \$3.35 to \$3.60 pound.

Oil Spearmint

Much the same situation applies to spearmint oil, which is currently quoted at \$1.75 to \$2.00 pound, seventy cents above recent quotations.

— ♦ —
P. R. Dreyer, Inc., New York, announces that George H. Zirkel, formerly secretary of C. E. Ising Corp., Flushing, N. Y., is now connected with the Dreyer organization as perfumer in charge of development work.

— ♦ —
Polak's Frutal Works, Inc., New York, has issued a catalog and price list of essential oils and aromatics for July-August, 1934.

Douglas J. Bell has been appointed Southwest representative for Ungerer & Co., with headquarters in the Santa Fe Building, Dallas, Texas. Mr. Bell has covered the Southwest for a number of years in a sales capacity. His territory embraces the states of Texas, Oklahoma, New Mexico, Arkansas, and parts of Louisiana.

— ♦ —
Norda Essential Oil & Chemical Co., New York, announces the appointment of Arthur Henriksen as manager of the Chicago branch of the company. H. H. Bartold, in charge of sales in that territory for the past six years, will retain this position and will be able to devote more of his time directly to sales work.

ASK DEPOSIT OF HOLLINGSHEAD BONDS

The Bondholders' Protective Committee for bondholders of the R. M. Hollingshead Co., Camden, N. J., manufacturers of insecticides and soaps, has notified the Federal Trade Commission that it proposes to call for deposits of first mortgage seven per cent sinking fund gold bonds dated February 1, 1923, and due February 1, 1938. Of the original \$1,000,000 principal amount of the bonds, \$635,000 is now outstanding. The Company defaulted in certain obligations under terms of the sinking fund agreement and in interest payment. A reorganization involving formation of a new company is contemplated. Members of the protective committee are: John Nickerson, New York City A. B. Green, Cleveland; John H. Packard and Clarence E. Hall, both of Philadelphia.

LORD LEVERHULME OPENS PACKAGING SHOW

— ♦ —
Viscount Leverhulme, Lever Bros., Ltd., has just opened in London, the first exposition of modern packaging to be held in the United Kingdom. Lord Leverhulme's ideas on packaging are well set forth in the following extract from his address at the opening of the exposition: "I do not say that you can build up permanent trade for an article of poor quality by attractive packing, but you certainly cannot realize the full possibilities of a first-class article by putting it in second-class packing. We are living in an age of proprietary articles, and while it was formerly believed that, having decided on the packing, it should never be changed, we are now modifying our views. My firm has altered over night the packing of one of its leading brands, and, instead of diminishing, sales have gone ahead."

— ♦ —
Dodge & Olcott Co., New York, essential oils and aromatics, has issued a new price list as of June-July, 1934.

USE STAUFFER BRAND

Carbon Tetrachloride

in your liquid cleaners

STAUFFER BRAND Carbon Tetrachloride will make a good cleaner better. It is 99.9% pure, the purest obtainable anywhere, is water white and is absolutely free from

residue or residual odor. May we work with you when you are next in the market? Let us submit samples and prices. Anything from a drum up.

Also producers of
CAUSTIC SODA

STAUFFER CHEMICAL COMPANY

Plants
Niagara Falls, N. Y.
Los Angeles, Cal.

Office
420 Lexington Ave.
New York City

P O L I S H E S

Made to make money for you

For

**GLASS
MIRRORS
ALUMINUM
CHROME**

**SILVER
NICKEL**

**COPPER
BRASS
TILE
ENAMEL**

In liquid, paste or BASE form

METAL POLISH BASE enables the small manufacturer to produce a uniform high quality product for less than it costs him to manufacture his own.

No acids or other harmful materials used. Non-settling and non-inflammable.

Send for prices, samples, etc.

NEW YORK SOAP CORPORATION

294 PEARL STREET

NEW YORK, N. Y.

Other Quality Products

Liquid Toilet Soap
Vegetable Oil Soap
Liquid Floor Cleanser

Liquid Shampoo
Shampoo Base
Pine Deodorant

Liquid Soap Base
Shaving Cream
Coal Tar Deodorant

CURRENT PRICE QUOTATIONS

As of July 9, 1934

Minimum Prices are for car lots and large quantities. Price range represents variation in quotations from different suppliers and for varying quantities.

Chemicals

Acetone, C. P., drums.....lb.	.08 1/2	.10
Acid, Boric, bbls., 99 1/2 %.....ton	95.00	100.00
Cresylic, 97 1/2 dk., drums.....gal.	—	.55
97-99%, pale, drums.....gal.	—	.60
Oxalic, bbls.....lb.	.11	.11 1/4
Adeps Lanae, hydrous, bbls.....lb.	.14	.15
Anhydrous, bbls.....lb.	.15	.16
Alcohol, Ethyl, U. S. P., bbls.....gal.	2.45	2.69
Complete Denat., No. 5, drums, ex. gal.	.34	.42
Alum. Potash lump.....lb.	.03	.03 1/4
Ammonia Water, 260, drums, wks.....lb.	.02 1/2	.02 3/4
Ammonium Carbonate, tech., bbls.....lb.	.08	.12 1/2
Bleaching Powder, drums.....100 lb.	1.75	2.35
Borax, pd., cryst., bbls., kegs.....ton	50.00	55.00
Carbon Tetrachloride, car lots.....lb.	—	.05 1/4
L. C. L.....lb.	.06	.08 1/2
Caustic, see Soda Caustic, Potash Caustic		
China Clay, filler.....ton	10.00	25.00
Cresol, U. S. P., drums.....lb.	.11	.11 1/2
Creosote Oil.....gal.	.11 1/2	.12 1/2
Feldspar.....ton	14.00	15.00
(200 to 325 mesh)		
Formaldehyde, bbls.....lb.	.06	.07
Fullers Earth.....ton	15.00	24.00
Glycerine, C. P., drums.....lb.	.13 1/2	.14
Dynamite, drums.....lb.	.13	.13 1/2
Saponification, drums.....lb.	.10	.10 1/4
Soaps, Lye, drums.....lb.	.09	.09 1/4
Hexalin, drums.....lb.	—	.30
Kieselguhr, bags.....ton	—	35.00
Lanolin, see Adeps Lanae.		
Lime, live, bbls.....per bbl.	1.70	2.20
Mercury Bichloride, kegs.....lb.	.93	1.08
Naphthalene, ref. flakes, bbls.....lb.	.06	.07 1/4
Nitrobenzene (Myrbane) drums.....lb.	.09 1/2	.11
Paradichlorobenzene, bbls., kegs.....lb.	.16	.25
Paraformaldehyde, kegs.....lb.	.38	.39
Petrolatum, bbls. (as to color).....lb.	.01 1/8	.06 3/4
Phenol, (Carbolic Acid), drums.....lb.	.14 1/4	.16
Pine Oil, bbls.....gal.	.59	.65
Potash, Caustic, drums.....lb.	.07 1/8	.07 1/2
Flake.....lb.	.08	.08 1/4
Potassium Bichromate, casks.....lb.	.08 1/8	.08 3/8
Pumice Stone, powd.....100 lb.	2.50	4.00
Rosins (600 lb. bbls. gross for net)—		
Grade B to H, basis 280 lbs.....bbl.	5.25	5.30
Grade K to N.....bbl.	5.40	5.55
Grade WG and X.....bbl.	5.70	5.85
Wood.....bbl.	4.40	6.20
Rotten Stone, pwd. bbls.....lb.	.02 1/2	.04 1/2
Silica, Ref., floated.....ton	18.00	22.00
Soap, Mottled.....lb.	.04 1/8	.04 3/8
Olive Castile, bars.....lb.	.09	.12
powder.....lb.	.17	.22
Olive Oil Foot.....lb.	.04 1/2	.06
Powdered White, U. S. P.....lb.	.16	.20
Green, U. S. P.....lb.	.06 1/2	.08
Tallow Chips.....lb.	.06	.06 1/2
Whale Oil, bbls.....lb.	.05	.06
Soda Ash, cont., wks., bags, bbls. 100 lb.	1.23	1.50
Car lots, in bulk.....100 lb.	—	1.05
Soda Caustic, cont., wks., sld.....100 lb.	—	2.60
Flake.....100 lb.	—	3.00
Liquid, tanks.....100 lb.	—	2.25

Soda Sal., bbls.....100 lb.	1.10	1.35
Sodium Chloride (Salt).....ton	11.40	14.00
Sodium Fluoride, bbls.....lb.	.07 1/2	.09 1/4
Sodium Hydrosulphite, bbls.....lb.	—	.22
Sodium Silicate, 40 deg., drum.....100 lb.	—	.80
Drums, 60 deg. wks.....100 lb.	—	1.65
In tanks, 15c. less per hundred, wks.		
Tar Acid Oils, 15-25%.....gal.	.21	.25
Trisodium Phosphate, bags, bbls.....lb.	.03	.0355
Zinc Oxide, lead free.....lb.	.06	.06 1/4
Zinc Stearate, bbls.....lb.	.18	.19

Oils — Fats — Greases

Castor, No. 1, bbls.....lb.	.10 1/4	.11
No. 3, bbls.....lb.	.09 3/4	.10 1/2
Coconut		
Manila, tanks, N. Y.....lb.	—	.02 1/2
Tanks, Pacific coast.....lb.	—	.02 1/4
Drums.....lb.	—	.03 1/2
Cod, Newfound, bbls.....gal.	.48	Nom.
Copra, bulk, coast.....lb.	—	.01175
Corn, tanks, mills.....lb.	.05 1/8	.05 1/4
Bbls., N. Y.....lb.	.06 1/8	.06 1/4
Cottonseed, crude, tanks, mill.....lb.	—	.05
PSY.....lb.	—	Nom.
Degras, Amer., bbls.....lb.	.02 3/4	.04
English, bbls.....lb.	.04 1/4	.04 1/2
German, bbls.....lb.	.03 3/4	.04
Neutral, bbls.....lb.	.07 1/4	.09 1/4
Greases, choice white, bbls., N. Y.....lb.	.03 3/4	.04 1/2
Yellow.....lb.	.03 3/8	.03 3/4
House.....lb.	.03 3/8	.03 3/4
Lard, prime, steam, tierces.....lb.	.06 3/4	.06 3/8
Compound tierces.....lb.	.07 1/2	.07 3/4
Lard Oil		
Extra, bbls.....lb.	—	.07
Extra, No. 1, bbls.....lb.	—	.06 3/4
No. 2, bbls.....lb.	—	.06
Linseed, raw, bbls., spot.....lb.	.0990	.1030
Tanks, raw.....lb.	—	.0930
Boiled, 5 bbls. lots.....lb.	—	.1110
Menhaden, Crude, tanks, Balt.....gal.	.16	.17
Oleo Oil, No. 1, bbls., N. Y.....lb.	—	.06 1/2
No. 2, bbls., N. Y.....lb.	—	.06
Olive, denatured, bbls., N. Y.....gal.	.84	.86
Foots, bbls., N. Y.....lb.	.07 1/8	.07 3/8
Palm.....lb.	.03 1/8	.03 1/4
Palm Kernel, casks, denatured.....lb.	.03 3/4	Nom.
Peanut, domestic tanks.....lb.	.05 1/2	Nom.
Red Oil, distilled, bbls.....lb.	.06 3/8	.07 3/8
Saponified, bbls.....lb.	.06 3/8	.07 3/8
Tanks.....lb.	—	.06
Soya Bean, domestic tanks, N. Y.....lb.	—	.06 1/2
Stearic Acid		
Double pressed.....lb.	.09	.10
Triple pressed, bgs.....lb.	.11 1/4	.12 1/4
Stearine, oleo, bbls.....lb.	.05 3/4	.06
Tallow, special, f.o.b. plant.....lb.	—	.03 3/8
City, ex. loose, f.o.b. plant.....lb.	—	.03 3/4
Tallow, oils, acidless, tanks, N. Y.....lb.	—	.06
Bbls., c/l, N. Y.....lb.	—	.06 1/2
Whale, crude.....lb.	.03 1/2	.04
refined.....lb.	.06 3/4	.07

SOLVAY

TRADE MARK REG. U. S. PAT. OFF

PRODUCTS



SODA ASH CAUSTIC SODA LIQUID CHLORINE

Contract or Spot Delivery
In tank cars and multiple unit cars.

Write for Prices

SODA ASH . CAUSTIC SODA . AMMONIUM CHLORIDE
CHLORINE . MODIFIED SODAS . CALCIUM CHLORIDE
Salt . Caustic Potash Liquor . Ammonium Bicarbonate
Causticized Ash . Para-Dichlorobenzene . Sodium Nitrite

SOLVAY SALES CORPORATION
Alkalies and Chemical Products Manufactured by
The Solvay Process Company

NEW YORK
61 BROADWAY
Boston, Syracuse, Chicago, Indianapolis, Cleveland
Cincinnati, Pittsburgh, Detroit, Philadelphia,
Kansas City, St. Louis

SPECIALTY SOAPS

LIQUID SOAP BASE

Coco Oil—60%—Natural, Opal,
Green

LIQUID SOAPS

Coconut 10% to 45%
Olive Oil 10% to 30%
Colored and Perfumed

SCRUBBING SOAPS

Pine, Sassafras, Plain

LIQUID SHAMPOOS

Coconut Oil .. 30% to 45%
Olive Oil 30%
Castile 30%

POWDERED and GRANULATED SOAPS

Castile, U. S. P.
Coco Castile 50-50
Pure Coconut



SOFT POTASH SOAPS

Light and Dark
U. S. P. 9th and 10th

PHONE CUMBERLAND 6-2800

KRANICH SOAP CO.
54-60 RICHARDS ST. BROOKLYN, N.Y.

Essential Oils

Almond, Bitter, U. S. P.	lb.	\$2.00	\$2.50
Bitter, F. F. P. A.	lb.	.25	.275
Sweet, cans	lb.	.60	.65
Anise, cans, U. S. P.	lb.	.41	.43
Apricot, Kernel, cans	lb.	.26	.27
Bay tins		1.25	1.50
Bergamot, coppers	lb.	1.45	1.90
Artificial	lb.	1.00	1.20
Birch Tar, rect., tins	lb.	.70	.80
Crude, tins	lb.	.13	.14
Bois de Rose, Brazilian	lb.	1.34	1.45
Cayenne	lb.	2.50	2.90
Cade, cans	lb.	.26	.30
Cajuput, native, tins	lb.	.50	.60
Calamus, tins	lb.	3.25	3.50
Camphor, Sassy, drums	lb.	—	.19
White, drums	lb.	—	.21
Cananga, native, tins	lb.	2.00	2.05
Rectified, tins	lb.	2.50	2.55
Caraway Seed	lb.	1.90	2.00
Cassia, Redistilled, U. S. P.	lb.	1.15	1.20
drums	lb.	—	1.10
Cedar Leaf, tins	lb.	.65	.70
Cedar Wood, light, drums	lb.	.27	.28
Citronella, Java, drums	lb.	.38	.43
Citronella, Ceylon, drums	lb.	.28	.29
Cloves, U. S. P., cans	lb.	.95	.96
Eucalyptus, Austl., U. S. P., cans	lb.	.27	.28
Fennel, U. S. P., tins	lb.	1.10	1.20
Geranium, African, cans	lb.	5.75	7.50
Bourbon, tins	lb.	5.50	6.40
Hemlock, tins	lb.	.70	.75
Lavender, U. S. P., tins	lb.	2.45	6.00
Spike, Spanish, cans	lb.	.95	1.00
Lemon, Ital., U. S. P.	lb.	1.00	1.50
Lemongrass, native, cans	lb.	.92	.95
Linaloe, Mex., cases	lb.	1.15	1.25
Nutmeg, U. S. P., tins	lb.	1.25	1.30
Orange, Sweet W. Ind., tins	lb.	1.55	1.60
Italian cop	lb.	1.50	2.25
Distilled	lb.	.55	.60
Origanum, cans, tech	lb.	.25	.50
Patchouli	lb.	2.75	3.00
Pennyroyal, dom.	lb.	2.00	2.05
Imported	lb.	1.35	1.70
Peppermint, nat., cases	lb.	3.35	3.60
Redis., U. S. P., cases	lb.	3.65	3.90
Petit Grain, S. A. tins	lb.	1.10	1.15
Pine Needle, Siberian	lb.	.85	.90
Rose, Natural	oz.	5.50	18.00
Artificial	oz.	2.00	3.00
Rosemary, U. S. P., tins	lb.	.32	.38
Tech., lb. tins	lb.	.28	.30
Sandalwood, E. Ind., U. S. P.	lb.	5.75	6.00
Sassafras, U. S. P.	lb.	.75	1.00
Artificial	lb.	—	.40
Spearmint, U. S. P.	lb.	1.75	2.00
Thyme, red, U. S. P.	lb.	.50	.80
White, U. S. P.	lb.	.80	1.00
Vetivert, Bourbon	lb.	7.50	8.50
Java	lb.	16.00	20.00
Ylang Ylang, Bourbon	lb.	4.60	7.00

Aromatic Chemicals

Acetophenone, C. P.	lb.	\$1.50	\$2.25
Amyl Cinnamic Aldehyde	lb.	3.50	4.25
Anethol	lb.	1.00	1.10
Benzaldehyde, tech	lb.	.60	.65
U. S. P.	lb.	1.10	1.30
Benzyl, Acetate	lb.	.60	1.00
Alcohol	lb.	.75	1.15
Citral	lb.	1.90	2.20
Citronellal	lb.	2.25	2.50
Citronellol	lb.	2.55	3.00
Citronellyl Acetate	lb.	4.50	7.00
Coumarin	lb.	3.10	3.30
Cymene, drums	gal.	.90	1.25
Diphenyl oxide	lb.	1.05	1.25
Eucalyptol, U. S. P.	lb.	.55	.65
Eugenol, U. S. P.	lb.	2.00	2.50
Geraniol, Domestic	lb.	1.25	2.00
Imported	lb.	2.00	3.00
Geranyl Acetate	lb.	2.50	4.00
Heliotropin	lb.	1.85	2.10
Hydroxycitronellal	lb.	3.50	9.00
Indol, C. P.	oz.	2.00	2.50
Ionone	lb.	3.60	6.50
Iso-Eugenol	lb.	3.00	4.25
Linalool	lb.	1.65	2.25
Linalyl Acetate	lb.	3.00	4.25
Menthol	lb.	3.50	3.60
Methyl Acetophenone	lb.	2.50	3.00
Anthranilate	lb.	2.15	3.20
Paracresol	lb.	4.50	6.00
Salicylate, U. S. P.	lb.	.40	.45
Musk Ambrette	lb.	5.75	6.00
Ketone	lb.	6.25	6.50
Moskene	lb.	5.00	6.00
Xylene	lb.	2.00	2.50
Phenylacetaldehyde	lb.	4.00	6.50
Phenylacetic Acid, 1 lb., bot.	lb.	3.00	4.00
Phenylethyl Alcohol, 1 lb. bot.	lb.	4.25	4.50
Rhodinol	lb.	5.75	8.00
Safrol	lb.	.45	.48
Terpineol, C. P., 1,000 lb. drs.	lb.	.33	.35
Cans	lb.	.36	.37
Terpinyl Acetate, 25 lb. cans	lb.	.80	.90
Thymol, U. S. P.	lb.	1.40	1.50
Vanillin, U. S. P.	lb.	4.50	5.75
Yara Yara	lb.	1.30	2.00

Pyrethrum Products

Insect powder, bbls.	lb.	.34	.37
Concentrated Extract			
5 to 1	gal.	2.05	2.10
15 to 1	gal.	5.75	6.00
20 to 1	gal.	7.80	7.85
30 to 1	gal.	11.55	11.60

Gums

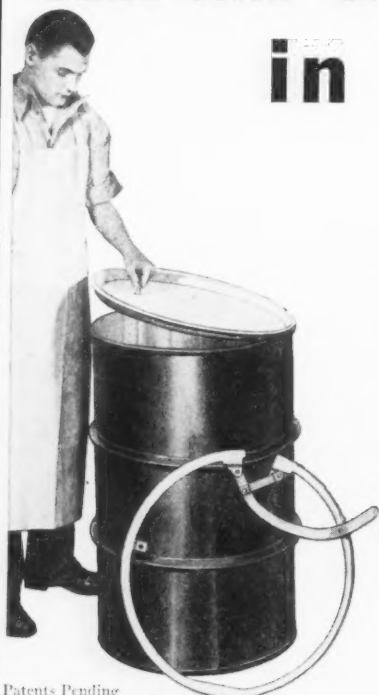
Arabic, Amb. Sts.	lb.	.09	.09½
White, powdered	lb.	.13	.13½
Karaya, powdered No. 1	lb.	.08	.09
Tragacanth, Aleppo, No. 1	lb.	1.15	1.20
Sorts	lb.	.11	.12

Waxes

Bees, white	lb.	—	.33½
African, bgs.	lb.	.21	.22
Refined, yel.	lb.	.25	.26
Candelilla, bgs.	lb.	.13	.14
Carnauba, No. 1	lb.	.32	.33
No. 2, yel.	lb.	.31	.32
No. 3, chalky	lb.	.19	.21
Ceresin yellow	lb.	.36	.38
Paraffin, ref. 125-130	lb.	.03%	.04½

SELL AND SHIP

in **E-Z SEAL** **STEEL BARRELS**



Patents Pending

E-Z SEAL BARREL
No. 55 1 B 8

- The ideal shipping, storage, and processing barrel for liquids, semi-solids, plastics, powders, and crystals.
- Made of heavy steel and constructed to resist handling and shipping damage—leakproof—air-tight.
- A full removable cover for easy filling and inspection—and easy agitation.
- Simple locking rings that are easy to open and close—and positive locking insuring a perfectly sealed closure.
- A high resale value to second-hand barrel dealers (75c to \$1.25) combined with convenience and safety wins customer preference for your products!

Write for sample and prices—no obligation to you.

Beneco Barrels, Drums and pails are made in all practical styles in 1 to 65 gallon sizes.

WILSON & BENNETT MFG. Co.

GENERAL OFFICES AND FACTORY—6528 SO. MENARD AVE., CHICAGO
PHONE—REPUBLIC 0200

EASTERN OFFICE AND FACTORY

353 Danforth Ave.,
Jersey City, N. J.

Phones—Delaware 3-4700
Cortlandt 7-0231

SOUTHERN OFFICE AND FACTORY

Cortez and Bienville Sts.

New Orleans, La.

Phone—Galvez 2171

Three Modern Factories—Sales Offices and Warehouses in Principal Cities

To Manufacturers of SOAP and SANITARY PRODUCTS

*Rejuvenate Your Products
to Increase Sales*

EXPERIENCE has well ESTABLISHED the fact that MERCHANDISE, unless adjusted to the change in times, gradually DETERIORATES in SALES VALUE.

Perhaps you have such a PROBLEM facing you and are not aware of the CAUSE. Let us help you by OFFERING many thousands of different types of PERFUME ODORS to choose from which will APPEAL more strongly to your CUSTOMERS.

BUDD AROMATIC CHEMICAL CO., INC.
667 WASHINGTON ST., NEW YORK
Essential Oils, Compound Specialties, Aromatic Chemicals

U. S. REPRESENTATIVES: N. V. POLAK & SCHWARZ'S ESSENCE-FABRIKEN

ADDRESS BY R. R. DEUPREE

(From Page 41)

extent and upon what basis the industry now keeps account of costs. Such information is necessary if the Committee is to make intelligent study as to what system or systems of cost-finding the industry might apply, and for this reason the cooperation of all in the industry who wish to help this study forward, is requested.

Another mandate which the Code lays upon the Code Authority is the study of trade practices with a view to making recommendations to the Administration. The Code Authority has a Committee to study Trade Practices. (This not the same as the handling of current trade practice complaints above referred to.) Mr. Eastwood of Armour and Company is Chairman, and Messrs. Banta, Colgate, and Deupree are members. This Committee has held several meetings. It does not feel prepared up to the present time to recommend a program of trade practices to the industry or to Washington. It is the opinion of the Committee that most fair practice provisions center around the question of the net price at which products are delivered and it has not thus far seen in NRA machinery and policies, any consistency of principle or adequacy of enforcement which leads it to feel that the soap and glycerine manufacturing industry has anything to gain by attempting to write into its Code a list of impracticable, unenforceable, useless provisions that could only raise false hopes and actually lead us nowhere.

The soap and glycerine industry has been relatively free from labor difficulties. However, the NRA has requested that each Code Authority appoint an Industrial Relations Committee, set up to deal with labor problems if they arise. We shall proceed with great caution because it is not clear that such machinery is needed in our industry and we wish to do nothing which will disturb the mutually satisfactory relationships between employers and employees that have long marked this industry.

Overlapping Codes, and relationships thereunder between companies in this industry and the Codes of other industries and trades, require frequent explanation and interpretation to members of the industry through the Code Authority office and may in some instance require official action by our own Code Authority. There is overlapping with respect to hour and wage provisions, trade practice provisions, assessments, and other subjects of interest to all employers in our industry.

Our Code Authority, after studying our budget carefully, is recommending to the NRA an assessment upon members of this industry of 1/25 of 1%, or 4/10 of a mill for each dollar of net sales. Stated in another way, this is 4 cents per \$100 of net dollar sales of each member of the industry in 1933 for all products made and sold by him covered by our Code. A company doing \$100,000 of business in 1933 would be assessed \$40 in 1934. The net volume of sales of the industry for 1933 that can be assessed, is estimated to be \$150,000,000 and the assessment proposed is the lowest that can be counted upon to produce approximately the sum of \$58,000 required for expenses, from November 2, 1933, the date the Code was signed by the President, to the end of 1934. It is proposed that the Code assessments shall ordinarily be payable quarterly in advance. In 1934, however, it is proposed that the first half of the total assessments be billed as soon as feasible after NRA approval is given, and each subsequent quarter at the end of the quarter. Bills thus rendered will be payable at once. It is proposed that bills unpaid by members of the industry will become a violation of the Code 45 days after the mailing of the bill from the Code Authority office.

Oil seed crushers at the recent meeting of their international association in Stockholm went on record as being in favor of reduction of heavy tariffs which are interfering with international trade.

SEND

FOR THIS NEW BOOKLET

by

VICTOR

Sixteen pages of T. S. P. facts . . . direct from phosphate headquarters. Gives complete information covering the many advantages and uses of Victor Tri-Sodium Phosphate. Of interest to the industrial user as well as the packager of household cleansers. Send today for a copy.

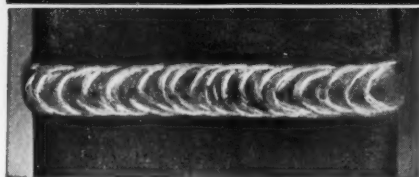
VICTOR CHEMICAL WORKS

141 WEST JACKSON BOULEVARD, CHICAGO
NEW YORK NASHVILLE KANSAS CITY



USS PLYKROME

A STAINLESS CLAD PLATE THAT *welds* EASILY



**Illinois Steel
Company**

208 S. LA SALLE STREET, CHICAGO, ILL.

SUBSIDIARY OF UNITED STATES
STEEL CORPORATION

One of the real advantages of USS Plykrome is the ease with which it can be welded without any loss in corrosion-resistant qualities.

The technique for welding Plykrome has been carefully worked out and proved in use. It requires no unusual equipment, nor does it involve any unusual hazards.

Moreover, the use of a Titanium bearing stainless steel in the face veneer makes it unnecessary to heat treat Plykrome following welding or hot-forming operations.

Send today for a concise guide for the handling of Plykrome in the weldery and in other fabricating operations.

U S S CHROMIUM-NICKEL ALLOY STEELS ARE PRODUCED UNDER LICENSES OF THE CHEMICAL FOUNDATION, INC., NEW YORK, AND FRIED. KRUPP A. G. OF GERMANY

PRODUCTION SECTION

A section of SOAP devoted to the technology of oils, fats, and soaps published prior to Jan. 1, 1932, as a separate magazine under the title, *Oil & Fat Industries*.

Modern Chip Soap System

Meeting Increased Costs in Soap Manufacture

By BIRNEY F. MILLER

CONDITIONS during the past three years have prevented or delayed the installation of new and improved machinery in many of the country's soap plants. Most plants have nursed along old equipment in the hope of better days. But today a new factor enters the situation which spells increased trouble for manufacturers relying on obsolete or worn out machinery.

The new factor is the increase in cost for labor and materials. It puts a premium on efficient, high production machinery. It is no longer possible in any industry to keep costs down by cutting wages and lengthening hours. Plants which heretofore have depended on such methods must pass. The future is secure only for those concerns in the soap industry which can meet the code requirements as to wages and hours and which, in the face of this increased labor cost and the rising tendency of raw material prices, can produce soaps at a cost which will permit of strictly competitive prices. Nor is cost the only factor. Quality will be an increasing advantage as selling prices rise. It will not do to blame personnel. The mechanical equipment must be considered and made to share the responsibility.

To meet this accumulated need, some manufacturers of equipment have been developing new machines and improving models already on the market. The cost-harried manufacturer knows that he can reduce costs at many points of his operations and improve his quality only with the newer models in production equipment.

As an example we may take equipment for producing chip soap for packaging, for grinding into powder or

for toilet soaps. In many plants, systems are in use which are hopelessly outclassed by a modern, well-designed system. These old installations cannot compete with the newest machinery from the standpoint of productive capacity, control of chip thickness, and its uniformity, or control of the final moisture content. Obsolete systems produce at a higher unit cost because the lower productive capacity increases the unit labor expense. In addition their lower efficiency in the use of steam, cooling water and power, their higher maintenance cost and large scrap losses increase the unit cost compared with the new machines.

A successful chip soap system must be adaptable to the requirements of chip, powder or cake soap. Where soap is sold in chip or powder form it is important that thin, uniform chips readily soluble in water be produced. Where chip soap is to be milled into cakes, such as toilet soap, it is essential for the best results that chips be uniform in thickness and free from frayed or thin edges. In addition a uniform moisture content is necessary.

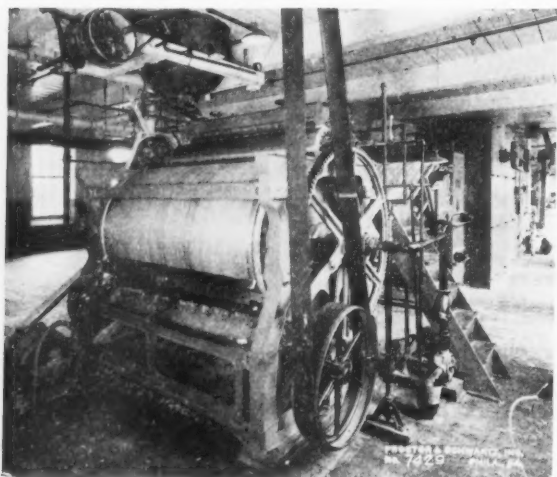
The old style machines employing five rolls will not produce chips thinner than .040 to .060 inches. A chip this thick has a tendency to get too dry and hard on the outside when the inside is dried sufficiently. The overdried portion in addition to being hard is often yellowed. The presence of such chips makes milling harder and results in hard spots and light specks in finished toilet soaps.

It has been found that a chip .010 to .015 inches thick makes a much better toilet soap cake than is pos-

sible with thicker chips. For a laundry soap, chips .003 to .015 inches in thickness are ideal. These thinner chips make drying easier and more uniform. The frayed edges, hard spots and bleached appearance found in the thicker chips are eliminated. The new two roll machines have no difficulty in producing chips of this character. The modern, well-designed system, in addition to proper chip formation, provides for accurate drying control through close control of drying temperatures and speeds. It is therefore possible with this combination of chip forming and drying machines to meet the needs of any soap formula for any desired use.

One of the companies to install recently a new system of this type is the Original Bradford Soap Works, West Warwick, Rhode Island, a well-known manufacturer of textile and laundry soaps. Moving into new quarters in the summer of 1932, this company took advantage of the occasion to install a chip soap system of the latest design, consisting of a chilling machine and a dryer. Production in this plant is devoted particularly to the two trades mentioned, for which any type of soap required is produced. Much of the production is on tallow or olive oil base soaps.

THE soap chilling machine consists of a hopper, mounted above the feed roller, which receives the hot liquid soap from the storage tanks or the crutcher. Adjustable gates in the hopper control the quantity of soap carried by the feed roll onto the main chilling roll. Fine jets of water spray the inner surface and cool the main roll. This water is removed from the bottom by a motor driven pump. A needle scoring device and a flexible knife remove the solidified soap from the roll in continuous ribbons on to a high speed conveyor which delivers them to the top conveyor of the drying machine. Smooth operation of the rolls is assured by mounting in rigid, cast-iron frames. The roll



Looking along the chip soap system with the chilling roll in the foreground and dryer in the rear, showing hot soap reservoir and feed roller.

speeds are varied through a variable speed motor to suit the numerous grades of soaps.

The drying machine is a three-conveyor type. It has a structural steel framework enclosed with insulated panels one and a half inches thick. Large turbine fans provide air recirculation up through the three conveyors. These fans face each other from opposite sides in a series of pairs which gives a balanced circulation. The result is uniform drying across the conveyors. A cooling unit at the delivery end effectively cools the soap for immediate barrelling. Motors drive the various portions of the machine, with a separate control of the conveyor speed. The chilling machine and dryer occupy a total working space,—exclusive of any loading or packing space,—of about 1,000 square feet.

This system has a guaranteed capacity of from 1,100 to 1,400 pounds per hour of tallow-base soap dried from not more than 30% moisture content (wet basis) to not less than 8% moisture content in the dried product.

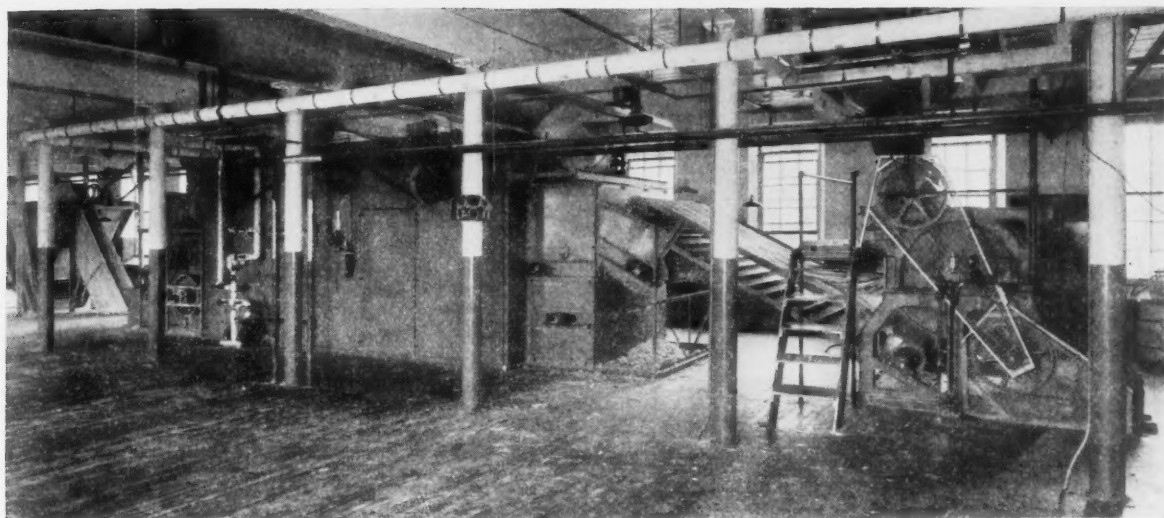
STARTING cold the dryer requires about 15 minutes to reach its working temperature. A thermostatic control system permits setting for any desired temperature. This is usually 140° F. but will differ for some soaps.

Soap is pumped from the kettles to overhead tanks on the floor above the chilling rolls and dryer and fed to the rolls from a 1,250 pound crutcher immediately above them. Liquid soap enters the hopper at a temperature of about 170° F. and with a moisture content of about 35% at the maximum. The feed roll keeps the soap liquid and a thin film is deposited on the chilling roll. The film thickness is adjustable from .003 to .015 inches and is usually set for .008 inches.

The film is scored into strips by the needles, scraped from the roll by the knife and deposited on the continuous conveyor which carries the soap ribbons to the dryer, permitting some air drying in transit. Commercially dry soap normally contains from 8 to 10% moisture (dry basis). The dried soap is passed through a hopper and the ribbons broken to chips as they are conveyed to the packing department for barrelling.

A FULL dryer day is 8 hours continuous operation. One man operates the system, controlling the dryer temperatures and watching the rolls to maintain proper roll temperatures, roll speeds, film thickness, etc. Production varies for different soaps because of differences in formulae, moisture content, melting point of soap, thickness of chip and other variables. The dryer has demonstrated its ability to produce in excess of 1,300 pounds of tallow-base soap chips (42 titer) per hour. On this particular batch of soap the moisture content entering was 35% (wet basis) and leaving the dryer 4% (dry basis).

The average hourly production for 8 hours run was 1,290 pounds, or 10,320 pounds for the day. The water evaporation per hour was 615 pounds and the



The whole chip soap layout takes comparatively little floor space. Chilling roll on right with wet soap ribbons feeding to dryer and dried soap out into hopper at extreme left.

steam consumption, 1,020 pounds per hour. Steam at 125 pounds pressure was used. The steam consumption averaged .79 pounds per pound of chip soap dried and 1.66 pounds per pound of water evaporated.

The following tabulation shows the daily operating costs and unit cost per thousand pounds of soap produced with this system. On the day the steam tests were run the wet soap contained more water (35% instead of 30%) and was being dried to a lower moisture content (4% instead of 3%) than usual. The production shown is therefore lower and the cost per thousand pounds higher than would ordinarily be true.

Daily Operating Costs

System running 8 hours produces 10,320 pounds	
Steam—8200 lbs. @ \$.50 per M. lbs.	\$ 4.10
Power—109 KWO @ \$.05 per KWH	5.45
Knife cost—average daily cost	.10
Labor—8 hrs. @ \$.80 per hour	6.40

Total daily operating cost	\$16.05
Unit cost per M. lbs. of soap	1.56

In the case of a larger machine, say one with three times this capacity, the steam and power consumption would average less per thousand pounds and the labor cost would be spread over the larger production. The cost per thousand pounds would then be reduced to about \$1.06 instead of \$1.56.

Aside from the low cost of production which such a system gives to a plant there is an important added advantage,—that of flexibility. It is an easy matter with a unit of this type to change from one type of soap to another with a minimum loss of time and with the assurance that the changed requirements of the new run will be accurately met without delay in production.

With the increasing stringency of conditions aggravated by codes, there is no doubt that the future of many manufacturers lies at least in part in the application of cost reducing machinery of this character. Low costs are made possible in the automobile industry not only because of high production schedules

but also because of the prevalence of modern, high production machines of the newest design. This same policy must come to prevail in the soap industry to a greater extent than in the past if the ranks are not to be depleted.

COMPARISON OF SOAP POWDERS

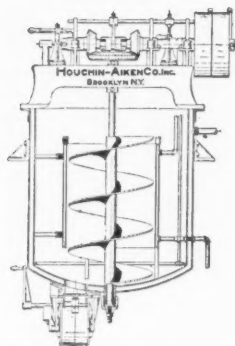
Soap powders can be prepared as the usual yellow product, or as a clear white product. In preparing soap powder, 60 per cent of palm oil, tallow, etc., are combined with 40 per cent of coconut oil, palm kernel oil, etc. The fats are split by heating with sulfuric acid in the presence of a catalyst. Fats are usually hydrolyzed to 85-90 per cent of fatty acid, which gives a colored product due to the effect of the heat. These colored fatty acids are saponified first with an amount of soda ash equivalent to 5 per cent less than the amount of fatty acids present. The remaining fatty acid plus unhydrolyzed fat is saponified with caustic soda. The final powder is yellow.

If, instead of following the above procedure, the same fats are hydrolyzed beyond 85-90 per cent fatty acid, and subsequently distilled, the product will be white and will be 100 per cent fatty acid. Hydrolysis may be carried further, since colored products are left behind in the distillation process. Since the composition of the distillate is 100 per cent fatty acid, saponification can be carried out completely with the use of calcined soda ash. No caustic soda is necessary. The product is ready for grinding in less than half the time required in the usual method. The cost of the white product made as described is 12 to 15 per cent higher than that of the yellow product having the same content and composition of fatty acids. However, the cost of a powder made from distilled fatty acids is less than that of a white soap powder obtained by repeated salting out and bleaching of dark-colored fatty acids. *Seifensieder-Ztg.* 61, 309-11 (1934).

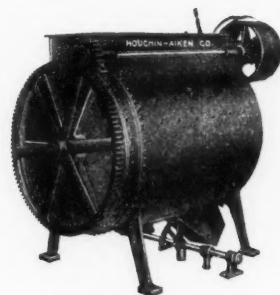
NEW and USED HOUCHIN SOAP MACHINERY



Perfection Crutcher
Sliding Gate Valve



Perfection Crutcher Cross
Section View Plunger
Type Valve



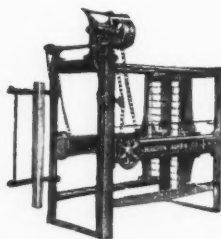
Horizontal Crutcher



Empire State
Press



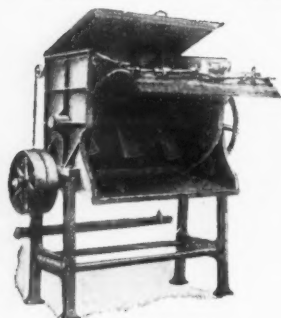
Standard
Soap Frame



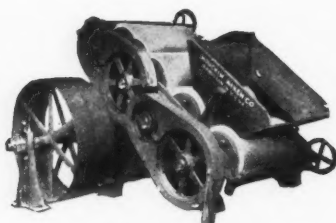
Automatic Power
Slabber



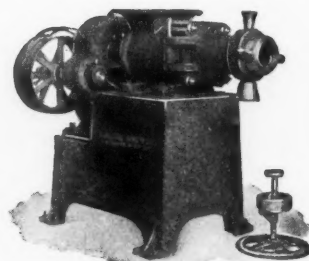
Automatic Power Cutting
Table



Ideal Amalgamator



4-Roll Mill
Mills built with 3 to 12 Chilled
Iron or Granite Rolls



Spur Gear 10" Screw Plodder
Plodders furnished with 2½"
to 12" screws

Write Us For Information Regarding MILL-LESS Method for Making Toilet Soap

HOUCHIN MACHINERY CO., Inc.

FORMERLY HOUCHIN-AIKEN CO., INC.

HAWTHORNE, NEW JERSEY

PALM KERNEL OIL IN SOAP

Palm kernel oil furnishes a cheap raw material for curd soap. Unless properly combined, such a soap tends to become brittle, form flakes on the surface, and produce a rancid odor. After considerable investigation, the following combination of oils was developed, using palm kernel oil as the major ingredient:

- 70%.....crude palm kernel oil
- 25%.....crude or bleached peanut oil
- 5%.....crude soy bean oil

The palm kernel oil is saponified separately with caustic soda. In another vat the mixture of peanut oil and soy bean oil is saponified with 10 per cent caustic potash. After saponification and salting out, the two are mixed. The product is bright yellow. It has a good appearance, good foaming power and does not deteriorate in storage. *Seifensieder-Ztg.* **61**, 382-3 (1934).

— ♦ —

Determinations of kettle contents during the manufacture of soap depend on practical tests which are none too satisfactory. A better-regulated control test is made by means of the centrifuge. A sample of soap is placed in a heated test tube and kept warm in a jacket filled with calcium chloride solution at 102.5° C. Centrifuge at 2000 r.p.m. Reheat the calcium chloride solution and centrifuge for another minute. The method determines stability of nigre in the kettle, yield of soap and nigre, degree of separation between soap and nigre, relative speed of separation of the various phases, 2 or 3 end-point concentrations in the removal of salts, and the outer soda concentration. It also affords an estimation of the permanence of clay suspensions in soaps. *Soap Trade Review*. **7**, No. 2, 9 (1934).

— ♦ —

To obtain castor oil which will be soluble in mineral oil, heat 70 parts of the former with 30 parts of trichloroethylene for 2 hours in a closed vessel at 130° C. The pressure will increase to 2 atmospheres. After distilling off excess solvent, the resulting castor oil will be soluble in mineral oil. This result can not be brought about by heating the oil alone or by refluxing with solvent. A second method is to heat in an autoclave 90 parts of castor oil with 10 parts of carbon tetrachloride for 2 hours at 140°. The pressure increases to about 1½ atmospheres. Dissolve in mineral oil and distil off excess solvent, removing the last traces by distillation in vacuo. *Les Matieres Grasses*. **26**, 10160-1 (1934).

— ♦ —

Shaving or lathering creams often contain a slight excess of stearic acid. In view of the fact that the normal pH of the human epidermis invariably corresponds to an acid condition, the practice should not be condemned. The wide use of stearic acid in vanishing cream testifies to its harmlessness. Brushless shaves are essentially of the nature of vanishing creams. Lanolin may be used in small amounts, but too large quantities make the product sticky. New emulsifying agents are being introduced into the manufacture of brushless shaves. K. N. Richardson. *Soap Trade Review*. **7**, No. 3, 8-9. (1934).

ETHANOLAMINE SOAPS

Ethanolamine soaps differ chemically from ordinary soaps in that the latter are composed of fatty acids combined with inorganic alkali, while the former are fatty acids combined with organic alkali. This organic alkali is ethanolamine. The organic base gives special properties to these products. Aqueous solutions have good cleansing action, and are much closer to neutrality than solutions of soaps of the usual type. They have low surface tension, and low interfacial tension against immiscible liquids, hence show very good emulsifying properties. Stable emulsions are usually produced with less ethanolamine soap than is required with ordinary soap. The structure and properties of these soaps are described in *The Industrial Chemist*, **149**, (1934).

Ethanolamine soaps are made at room, or slightly increased temperatures. If the oleate is required, it is sufficient to add gradually equivalent proportions of oleic acid to commercial ethanolamine in a stirring kettle. The mixture may be heated slightly if desired. If solid fatty acids are to be used, the acid must be heated just above its melting point, then added gradually to the slightly warmed ethanolamine.

The oleate is probably used more than any other soap of this class. It is soluble in most organic solvents, which makes it suitable for use in "dry cleaning" fluids. It is claimed that garments cleaned with hydrocarbon solvents containing ethanolamine soap do not possess any disagreeable odor, and that a large amount of "spotting" at a later stage of the cleansing operations is rendered unnecessary. The amount of soap required is small, and the composite cleansing solution is simply made.

Perhaps the greatest usefulness for this soap is in forming emulsions. To prepare these, from 1 to 20 per cent of fatty acid such as oleic acid is mixed with the oil to be emulsified, and a 1 to 10 per cent (an equivalent amount) of triethanolamine solution added. Usually spontaneous emulsification occurs with little power agitation. Further mixing with more of the aqueous phase may be necessary to give completely stable emulsions which can be diluted. Olive oil, and other oil-in-water emulsions for use in wool lubrication, are readily made with the oleate. The emulsions are substantially neutral and do not attack the most delicate textile materials. Neatsfoot oil emulsions are excellent for the fat-liquoring of leather. Pharmaceutical, toilet, and medicinal oil emulsions and creams are being made with these emulsifying agents at the expense of ordinary soap.

— ♦ —

High-melting fats such as stearins are separated from oils by diluting the oils with a liquefied solvent which would normally be gaseous. A portion of the solvent is withdrawn as vapor, which causes the remaining solution to be cooled to a temperature sufficient to crystallize high-melting substances. These are separated in a cooled filter press, and the solvent recovered. Standard Oil Company. Canadian Patent No. 341,710, dated May 15, 1934.

A

INDUSOIL

A

NEW FATTY ACID

which is high in quality, but low in price, because it is not subject to processing tax—because there is a constant domestic source of supply, as a Product of an industry, always running in large volume.

INDUSOIL is used as an equivalent of red oil and other fatty acids, in such products as

Plain or sulphurized cutting oils and greases.

Textile Lubricants and soaps.

Soluble Oils.

Metal polishes.

De-inking processes.

Emulsions for asphalt, insecticides, and disinfectants, and many others.

Information as to the properties and prices will be furnished promptly on request. Sign the coupon today.

INDUSTRIAL CHEMICAL SALES CO., INC.

INDUSTRIAL CHEMICAL SALES CO., INC.
230 Park Ave., New York City

Please send me a oz. sample and chemical analysis of
INDUSOIL.

Name

Address

230 Park Ave.
NEW YORK CITY

205 W. Wacker Dr.
CHICAGO, ILL.

ON PRODUCTS AND PROCESSES

The ability of soap solution to displace a dye previously adsorbed on active carbon, and to reduce the adsorption by carbon of a dye dissolved in soap solution increases with increasing concentration up to 1 per cent of soap. The relationship is also proportional to the time of contact of soap solution and carbon. Castor oil soap is the most effective, and rosin soap the least effective in displacing dye from carbon. Both surpassed olein soap in preventing the carbon from taking up the dye. B. Tiutiunnikov and S. Pleschkova. *Allgem. Oel- u Fett-Ztg.* **31**, 59-63 (1934).

If perfume oils to be introduced into toilet soaps are first emulsified with a suitable emulsifying agent, they will be thoroughly and evenly distributed throughout the soap base. A perfume should not consist of any single chemical type such as aldehydes, but should be a combination, such as aldehydes and alcohols or esters. Josef Augustin. *Deut. Parfumerie-Ztg.* **20**, 131-2 (1934).

To make high-grade soap flakes, a good quality charge consisting of 75 per cent tallow and 25 per cent coconut oil, with or without the addition of 2 per cent or less of rosin, should be used. The mixture should be boiled and finished as for toilet soap, then chipped and dried. Care must be taken in drying in order to produce a uniform chip and avoid overdrying. The temperature of the soap chips should never fall below 30° C.; the temperature of the finished flakes should be between 40 and 45° C. The flakes should be milled twice to give transparency and polish. The most satisfactory shape to avoid breakage of very thin flakes is the square. H. P. Martin. *Soap Trade Review*, **7**, No. 4, 10-11 (1934).

Liquid toilet soaps and perfumed liquids may be purified by treating with freshly precipitated aluminum hydroxide, and allowing to settle for 2-3 days. K. A. Lukin and S. G. Vainshtein. Russian Patent No. 31,537. October 31, 1933.

Rapidly dissolving detergents are formed by making sulfonates of hydrocarbon compounds into fine filaments, either alone or in the presence of other electrolytes or small amounts of soap. Adolf Welter. French Patent No. 758,733.

An improved shaving preparation consists of a mucilaginous aqueous liquid containing the constituents of linseed which are soluble in boiling water, and a small quantity of free alkali such as caustic soda or ammonia, or mixtures of the two. John McIntyre. Canadian Patent No. 341,238, dated May 1, 1934.

A method for preparing "cold processed soap" is to stir a mixture of 170 pounds of palm kernel oil with nine gallons of 36° Be. caustic soda solution. In a separate container, 6.5 gallons of a mixture containing equal parts of palm kernel oil and rosin is heated to 250° F., cooled to 110° F., and quickly added to the first mixture. After stirring for 10 seconds, the soap is run out through a valve in the bottom of the mixing pan, and subsequently treated in the usual manner. Addition of rosin makes a more satisfactory and standard product than is usually obtained by cold-process methods. A. W. Keeble and C. H. Miller. British Patent No. 403,500.

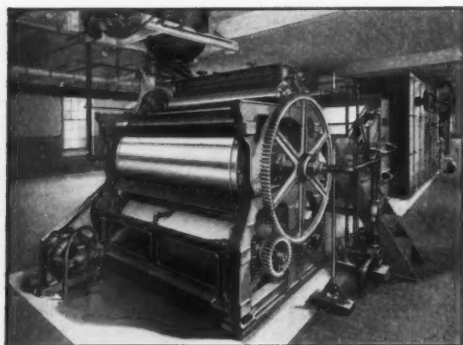
In preparing cold-made soap entirely of coconut oil, the temperature should be about 30° C. but never above 32° C. during saponification. Soaps in which only 75 per cent of the calculated equivalent of alkali is used, are still water-soluble, due to the partial hydrolysis of unsaponified fat to mono- and di-glycerides. Satisfactory cold-process soaps can be made with either the equivalent, or less than the equivalent amount of alkali, by warming the fat to the optimum temperature, stirring in the caustic soda, and after saponification, transferring the soap to the forms while still at the original optimum temperature. J. Davidsohn. *Seifensieder-Ztg.* **61**, 325-8 (1934).

A combination of brush and liquid soap container consists of a hollow wooden brush body provided with bristles and having openings between the bristles. Within the brush is a metal container for liquid soap, having apertures corresponding to the openings in the brush. A drum surrounding the metal container has holes to correspond, and can be rotated to admit liquid soap from inside the cylinder to the outside of the brush. Marie Burghardt. Canadian Patent No. 341,583, dated May 15, 1934.

A liquid cleansing compound contains gum arabic as an emulsifier, soap, glycerine and water. To this is added salicylic acid as an antiseptic, coloring matter, and perfume. Albert Granik. Canadian Patent No. 341,593, dated May 15, 1934.

Highly acid oils treated in the presence of antioxidants with glycerol in equivalent quantity, react incompletely, leaving a residual acidity of 2 to 5 per cent (as oleic acid). Fatty acids having an oleic acid acidity of 95 per cent are esterified with 96 per cent ethyl alcohol and ferric chloride to the extent of 63 per cent. Ettore Fassallo. *Olii minerali, olii grassi colori vernici* **14**, 9-10 (1934).

PRODUCING THE PERFECT CHIP FOR ALL SOAP MAKING NEEDS



● New Type Proctor Chip Soap System producing extremely thin chips of textile soap in new plant of Original Bradford Soap Co., River Point, R. I.

● The New Proctor Chip Soap System produces the thinnest of chips . . . chips perfectly formed in long ribbons, evenly thin from edge to edge, uniformly dried free from hard overdried particles or underdried spots. These chips make cleaner, whiter, quicker-dissolving laundry flakes. They make smooth-surfaced, clear-colored toilet cakes. They give quicker, better milling and plodding. They give quicker, easier grinding into powdered soaps . . . with less loss in dust. New high speed chilling roll . . . spray-cooled, pump-drained, precision-ground, smooth-surfaced. New drying machine . . . with revolutionary improvements in principal details of design . . . more efficient, more economical, cleaner in operation. Write for your copy of our new descriptive Bulletin No. 72.

PROCTOR & SCHWARTZ, INC.
• SEVENTH ST. & TABOR ROAD • PHILADELPHIA •

NEW SOAP IDEAS · INFORMATION

SOAP

**TRADE
E
V
I
E
W**

NOW more than ever, it is necessary to keep in touch with trade developments in all parts of the world. THE SOAP TRADE REVIEW is the only monthly dealing exclusively with the Soap, Perfumery and Cosmetic Industries in Great Britain. It contains authoritative articles and the latest news and information of interest to those engaged in these industries.

Specimen copy posted free.

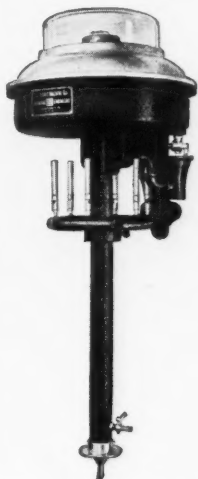
Subscription rate 12/6 per annum.

THE SOAP TRADE REVIEW
102-5 SHOE LANE, FLEET STREET
LONDON, E. C. 4



NEW AUTOMATIC WATER STILL

A new water still of three gallon per hour capacity embodying special features that protect the quality of the distillate and facilitate automatic operation, has been placed on the market by the F. J. Stokes Machine Co., Philadelphia. This still utilizes the heat generated in the still to preheat incoming water to the boiling point, thus requiring a very small quantity of live steam to keep it in operation after once started. By preheating the feed water before distilling, ammonia and other gases are liberated and allowed to escape to the atmosphere, thus preventing re-absorption by the distilled water. A special triple-pass vapor baffle is provided to prevent entrainment and foaming and scaling tendencies are taken care of by the automatic deconcentrator or bleeder which keeps down the concentration of the impurities normally left behind in the boiling chamber. All parts coming in contact with the distillate are of brass or copper, heavily covered with pure block tin. It is available for steam, gas, or electrically heated.



Soaps which contain oxidizing agents and therefore have a bleaching action, usually contain the following ingredients in varying proportions: soap, soda ash, sodium silicate and sodium perborate. Various materials may be added to increase cleansing action, or more particularly to stabilize the product, so that active oxygen will still be present after several months' storage. One method of protection is to coat the sodium perborate particles with soluble ortho or meta-silicate. The use of 0.5 per cent of sodium cholate has a protective action and prevents violent evolution of oxygen in use. Other protective agents are esters of parahydroxybenzoic acid, magnesium salts, ammonium compounds or aliphatic amines, and phosphates. A suitable perfume is a combination of geraniol, bergamot oil, and phenyl ethyl alcohol. J. Augustin. *Seifensieder-Ztg.* **61**, 297-8 (1934).

A water-softening composition consists of trisodium phosphate combined with a small amount of binder and a small amount of material which has the effect of retarding the activity of the phosphate. William Henry Piper. Canadian Patent No. 342,048.

Capillary-active washing agents contain one lipophilic radical, and at least one group of esters of thiosulfuric acid. An example is the hydroxyethyl ester of thiosulfuric acid. Henkel et Cie. French Patent No. 758,756.

CEDARWOOD RESINOID IN SOAP PERFUMES

The wood of the Atlas cedar tree yields a cedarwood oil by steam distillation. In addition, the Compagnie Africaine des Plantes a Parfum have just introduced into the market a resinoid from the same wood. The product is prepared by extraction with a suitable solvent. Besides the essential oil, it contains a large proportion of odoriferous resins that cannot be extracted by steam. This resinoid of cedarwood is a thick syrupy liquid of a dark yellowish brown color, and is slightly heavier than water. It possesses strong fixative properties and deserves the attention of soapmakers, as it is a good soap perfume in itself, and its cost is low. It is perfectly stable and has no tendency to color the product. *Perfumery and Essential Oil Record* **25**, 140-2 (1934).

Oleic acid, when mixed with linoleic and linolenic acids, can be determined by analysis of the mixed fatty acids, after treatment with oxides of nitrogen until the oleic-elaidic acid equilibrium has been reached. The method is useful as an independent procedure for checking the thiocyanogen value. It is more difficult and tedious than the latter. H. N. Griffiths and T. P. Hilditch. *J. Soc. Chem. Ind.* **53**, 75-81T (1934).

Dichlorethane and trichlorethylene are very effective and almost as rapid as petroleum ether as solvents for extracting fats from bone meal, fish meal, etc. They are easily removed from the residue, leaving the latter practically free from odor. The solvent is removed from the extract only with the aid of vacuum or by aeration. The iodine number of the fat is decreased by this treatment. T. A. Fodoseeva. *Schriften Zentral. Forschungsinst. Lebensmittelchem.* **4**, 20-32.

The oxidation of any fatty oil, natural or blended, is accelerated by *p*-nitroaniline in the earlier stages of oxidation. This effect is increased in proportion to the iodine number of the fatty oils. In oils having an iodine number less than 120, *p*-nitroaniline gradually changes to an antioxidant. This inversion takes place more quickly, the lower the iodine number. With oils of iodine number over 120, inversion does not occur. Mitsuo Nakamura. *J. Soc. Chem. Ind., Japan*, **37**, Sup. 86-9 (1934).

Fatty glycerides containing more combined glycerol than necessary for the formation of triglyceride, are prepared by combining chemically a polyhydric alcohol with a fatty ester of the type found in fats, fatty oils, and waxes. This is accomplished by agitation in the presence of an active catalytic compound chosen from the group of alcoholates and soaps. Steam is removed from the reaction mixture at the same time. Procter and Gamble Company, French Patent No. 757,763.

The addition of 3 to 5 per cent of calcium sulfate to olive pulp preserves the fat from the action of the lipases present. Giulio Lodi. *Giorn. chim. ind. applicata* **16**, 1-3 (1934).



EACH AND EVERY GRAIN of Metso is pure sodium metasilicate, snowy white and free flowing. All of it is high active alkali that adds pep and vigor to any cleaning compound.

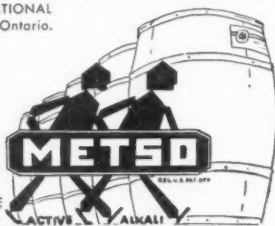
Cleaning compound formulae that specify Metso show greater sales. Your customers will like the way Metso maintains its cleaning efficiency at top level until its alkali is used up.

Metso insures your obtaining full value for every dollar spent. Write for samples and prices.

PHILADELPHIA QUARTZ COMPANY

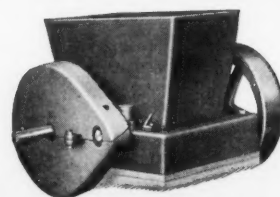
General Offices and Laboratory: 1255 Third St., Philadelphia, Pa.
Chicago Sales Offices: 205 W. Wacker Drive, Stocks in 60 cities.
Sold in Canada by NATIONAL SILICATES LTD., Toronto, Ontario.

SODIUM METASILICATE
U. S. Pat. 1898707



BLANCHARD

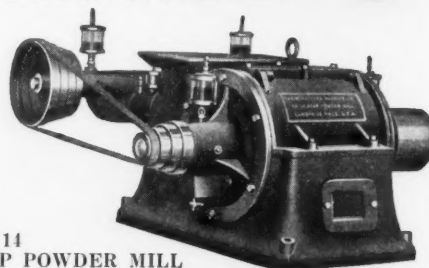
SOAP POWDER
MACHINERY



NO. 9 CRUSHER



NO. 10-A SOAP POWDER MILL



NO. 14
SOAP POWDER MILL

WRITE FOR OUR DESCRIPTIVE CIRCULARS

THE BLANCHARD MACHINE COMPANY
14 STATE ST. CAMBRIDGE, MASS., U. S. A.

MAILING LISTS

Pave the way to more sales with actual names and addresses of Live prospects.

Get them from the original compilers of basic list information—up to date—accurate—guaranteed.

Tell us about your business. We'll help you find the prospects. No obligation for consultation service.

FREE

60 page Reference
Book and Mailing
LIST CATALOG

Gives counts and prices on 8,000 lines of business. Shows you how to get special lists by territories and line of business. Auto lists of all kinds. Shows you how to use the mails to sell your products and services. Write today.

R. L. POLK & CO.

Polk Bldg.—Detroit, Mich.

Branches in Principal Cities

World's Largest City Directory Publishers

Mailing List Compilers. Business Statistics. Producers of Direct Mail Advertising.

Powdered soaps of normal hardness (high molecular weight fatty acids) are dried to a fatty acid content of 96-78 per cent; those utilizing soft fats are dried to a fatty acid content of 80 per cent. Soaps having the usual degree of hardness are mixed with soda ash containing 50 per cent of physically bound water, that is, a suitable mixture of calcined and crystalline soda ash. Such a product is easily ground and does not lump. The soda ash can be used with different proportions of soap. It is difficult to reduce the water content of the softer soaps greatly so that instead of this, such soaps are combined with water-free, or water-poor soda ash. This gives a suitable product, as an equilibrium condition will be set up between the two ingredients. C. Bergell. *Seifensieder-Ztg.* **61**, 289-90 (1934).

Utilization of the softer fats in making soap stock for powdered soap, is becoming more and more prevalent, suitable fat combinations which will give a soap possessing good foaming and cleansing properties at 60-70° C. or higher, are as follows:

- I. 30% hardened train oil 50-52° C.
30% peanut oil or corresponding fatty acid
40% palm kernel oil, coconut oil or corresponding fatty acids.
- II. 30% hardened Japanese train oil 50-52° C.
40% peanut oil or corresponding fatty acid
30% palm kernel oil, coconut oil or corresponding fatty acids.

Seifensieder-Ztg. **61**, 345-6 (1934).

A catalyst suitable for hardening oils is composed of nickel oxide treated with a silicon compound such as ethyl orthosilicate. Coagulation is effected by the addition of ammonia, and the mass divided into granules. These are dried and submitted to the action of heat in a reducing atmosphere. Robinson Bindley Processes Ltd. French Patent No. 758,751.

DETERGENTS IN LAUNDRY PRACTICE

(From Page 19)

rated trisodium phosphate and 10 per cent soap. The soap is a low-titer sodium soap powder which contains a small amount of added alkali. It is common knowledge that a low-titer soap is effective at low temperatures, and a high-titer at high temperatures. For heavily soiled loads, the latter is a necessity, as a high-titer, high-temperature washing solution has a much greater detergent action than a low-titer, low-temperature soap solution. The bleach used contains seven per cent of available chlorine. The antichlor is the usual sodium thiosulfate, the blue the usual blue dye, and the sour, a mild organic acid. This formula has been in use over a period of years. About six years ago the amount of builder was increased from 12 to 16 ounces, the amount of soap reduced from 32 to 24 ounces, and the sour reduced from 7 to 6 ounces. Also the order for the sour and blue was changed. Previously the sour was added,

then the blue. The operating manager believes that the reverse order tends to avoid spotting.

The cold water used is from the city water supply, which contains two degrees of hardness. Hot water is reduced to zero hardness. For water of only two degrees of hardness in the early operations, the amount of precipitate is so small that it can be carried away during the washing process. The usual supply of water requires treatment for laundry use. Any zeolite softener with proper care and frequent checking should give satisfactory results. In general practice, the builder is often relied on to remove a small amount of hardness. In general, phosphates are used to precipitate magnesium, and carbonates to precipitate calcium.

This particular laundry was anxious to check the tendering effect of the bleach. One pint of bleach containing seven per cent of available chlorine is drawn off by the wheel operator into a measure provided for the purpose. This is mixed with water in a three-gallon pail, and two pailfuls of diluted bleach or one quart of the original bleach added to a 350-pound load. This corresponds to the L.N.A. recommendation of not over two quarts of one per cent bleach per 100-pound load, that is, seven quarts of one per cent bleach, or one quart of diluted seven per cent bleach or 350 pounds. Test samples of fabric were washed 20 times with the flat work formula given above, and then sent to a laboratory for examination. The L.N.A. specifications say that with good washing 20 times, the loss in tensile strength should not be over 10 per cent. Samples washed 20 times by the above formula showed 99 per cent whiteness and a loss of eight per cent in tensile strength which demonstrates in a practical way both the efficiency and safety of this particular formula.

A rather recent development in laundry practice is the use of a heavy suds from the beginning. A heavy suds formula for lightly soiled flat work is the following:

Operation	Time Min.	Temperature ° F.	Level In.
1. Break and Suds.....	10	110	5
2. Suds	10	140	3
3. Bleach and Suds	10	170	3
4. Rinse	5	170	10
5. Rinse	5	170	10
6. Rinse	5	170	10
7. Rinse	5	170	10
8. Sour	5	140	3
9. Blue	5	Cold	10

For this a built soap is used, containing about 2/3 soap and 1/3 mixed builder, mostly silicate. No extra builder is used in the break for the first three operations, enough soap is added to the wheel so that the suds comes up to the washer doors and stays there throughout each operation. To obtain this effect, about 75 per cent of the built soap used is added in the first operation, 15 per cent in the second, and 10 per cent in the third. Sponsors of this formula claim that the method insures high quality work at no increase in cost.

EDITOR'S NOTE:—This is the first of a series of articles on Modern Laundry Practice in relation to detergents and washroom methods.

"THINK of a *NUMBER*"

Multiply any number you think of by the 5 patented features of DROP-LOK Urinal Strainers and Perfumed DROP-BLOX; then multiply by the 6 selling days in each week; add the sales features of the Vitozone manufacturing process of deodorants; then multiply by the thousands of prospects who are looking for the most sanitary deodorizing urinal strainer,—and your answer will be 1-966-074. How do we know? Why, that's the charmed patent number that protects Drop-Blox and Drop-Lok Strainer and your sales from imitators.

**the ANSWER IS, —
1, 9 6 6, 0 7 4**

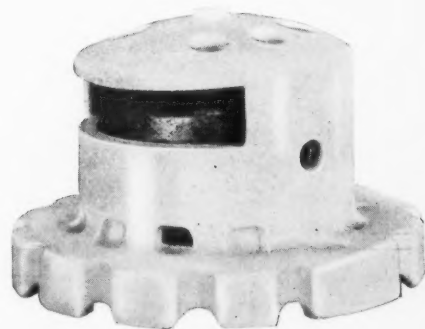


DROP-LOK
porcelain **URINAL**
STRAINER and
DROP - BLOX
are **PATENTED**

"Fuld Makes it for the Leaders"

FULD BROS. INC.

2310 FREDERICK AVENUE
BALTIMORE, MARYLAND



SANITARY PRODUCTS

A Section of "SOAP" Dealing with

INSECTICIDES • DISINFECTANTS • EXTERMINATING
FLOOR PRODUCTS • SANITARY SUPPLIES • MOTH PRODUCTS

POWCO
BRAND
REG. U.S. PAT. OFF.

"Killing Power--That's the Thing"

SECURITY! Why bother about it? Why carry fire or life insurance? Why plan ahead? Why? Because you everlastingly strive and struggle for protection. Things you can depend upon.

Thus in business you make every effort to obtain dependability. If your products fail,—you fail,—wasted effort.

AS A manufacturer, you plan ahead—greater sales—more income. Your products must be uniformly effective. Your insecticide is absolutely dependent upon the *Killing Power* value of the Pyrethrum products you use.

There is no guesswork about POWCO BRAND Pyrethrum Products.

Unless there is a real background of honest purpose, there can be no honest result.

Statements about POWCO BRAND Pyrethrum Products are made after they have been proven.

JOHN POWELL & CO., Inc.

Specialists in Pyrethrum Products

114 East 32nd Street
New York, N. Y.

For NEWER AND BETTER Packages



See CONTINENTAL First

If you're not absolutely sure as to the selling ability of your package or how it meets 1934 Packaging Standards—check with Continental!

In the "101 questions" that arise in the packaging of any product, Continental has 29 years of experience and complete facilities (see column at right) to help you find the solution of your problems.

Too, there are Continental cans available that are widely adaptable . . . thoroughly protective and economical, in sizes, shapes and styles to meet every packaging need.

For a package better qualified to sell . . . see Continental first!



Tremendous Resources for Service



KNOWLEDGE

Important among Continental's resources are those of knowledge — of experience — accumulated over a quarter-century in packaging assistance to many diversified industries.



RESEARCH

In Laboratories completely equipped with modern facilities, a large staff of highly trained specialists are ready to solve your specific problems.



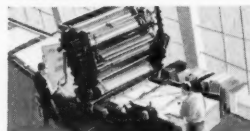
DEVELOPMENT

Here you may be shown how a new type of container, or perhaps an improvement on your present one, can help put your product ahead of present-day competition.



DESIGN

A group of Specialists ready to offer suggestions for improving your design or for an attractive new arrangement, in eye-compelling colors.



LITHOGRAPHY

Batteries of modern lithographic equipment, manned by craftsmen and aided by superior printing plates made in Continental's own Master Engraving Plants, assure the excellence of your containers.

PARATINTS

Save you money on

**BATH SALTS • MOTH BALLS
PARADICHLOROBENZENE BLOCKS**

● Because Paratints color-*and*-perfume your product in one operation, they save you money.

And because Paratints always give uniform color, and completely cover all trace of paradichlorobenzene odor, they give you double assurance of high quality results in your product.

PARATINTS are available in a fine variety of popular colors, from cerise to violet. And in 2 price ranges: Series "A" at \$2.00 the pound; Series "B" at \$4.50 the pound.

GIVAUDAN

D E L A W A N N A I N C .

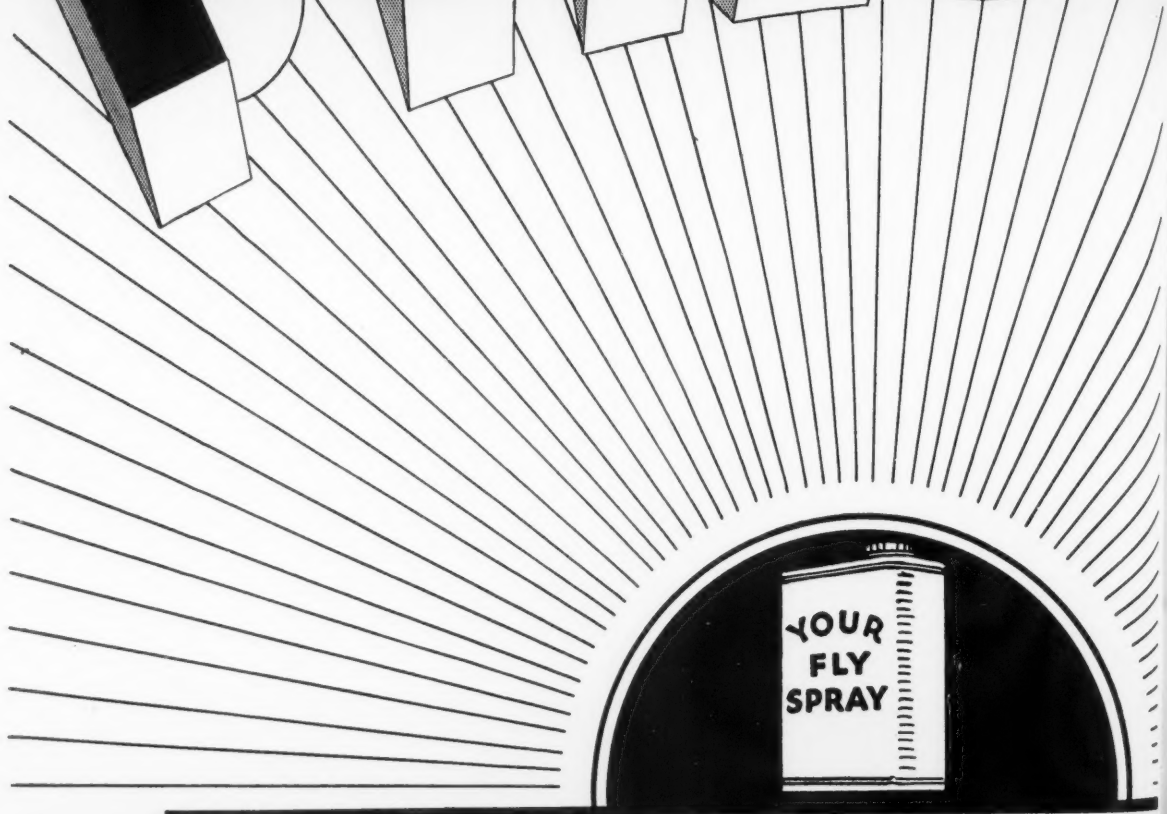
80 Fifth Avenue New York, N. Y.

BRANCH OFFICES: Philadelphia Los Angeles Atlanta Cincinnati Detroit Dallas Baltimore New Orleans Chicago
San Francisco Montreal Havana

Chemically
STANDARDIZED

Biologically
TESTED

PYRO



UNIFORM KILLING POWER

Sales
TESTED

Time
TESTED

PYROCIDE 20

No man whether he manufactures pig iron or fly spray, can afford to take risks in production. Pyrocide 20 relieves you of all risks so far as the killing agent in your household insecticide is concerned. It has been chemically tested, biologically tested, sales tested and time tested. In every instance, it has proved itself satisfactory. Assure the success of your product by using Pyrocide 20.

Pyrocide 20 is shipped in steel drums containing 15, 30 and 53 gallons from warehouse stocks in New York, Los Angeles, Minneapolis, and several foreign cities. We also supply pyrethrum flowers of known pyrethrin content in whole, ground or powdered form.

McLAUGHLIN GORMLEY KING COMPANY
MINNEAPOLIS, MINNESOTA

PYROCIDE 20
STANDARDIZED EXTRACT OF PYRETHRUM FLOWERS

— *and now*
DATED
ROTENONE



For Your Protection—

While properly packaged Rotenone deteriorates very slowly, it is obvious that a freshly milled product is likely to prove more satisfactory than one which has been stored for a long period of time. Therefore, all Rotenone sold by us hereafter will bear the date of its manufacture on the label.

Moreover, our product contains the full percentage of Rotenone stated on the label, also Deguelin, Trephosin, the Derris Resins, and all the other toxic constituents associated with Rotenone in its natural state. It does not contain exhausted or extracted root in any form whatsoever.

If you use substantial quantities of Rotenone powder, you should analyze every lot purchased, before mixing, since the future of your business depends upon the uniformity of your finished product. A reprint describing the Jones' method of assaying plant material for its Rotenone content will be mailed to established manufacturers upon request.



CYRUS WARD & CO., INC.

305 East 47th St., New York, N.Y.

The **NEW KILLER-B-280** **CHAMPION BASE HYDROCARBON OIL ...**



*-- will DEFEND his
TITLE against any
and all FLIES etc.*

Notice the remarkable
odor before and after.

Notice to Manufactur-
ers: We manufacture
Base Hydrocarbon Oil
only. We are not manu-
facturers of fly sprays.

B-280 is a product of Research. (When in Chicago visit our Research Laboratories at 3921 E. Ravenswood Avenue—15 minutes from the "Loop") (4500 square feet of floor space devoted to Petroleum Research for Industries).

Ask the Cleaning Industry about "STOD-SOL"; the Rubber Industry about "RUB-SOL" or "PETROBENZOL"; the Lacquer Industry about "TROLUOIL"; the Varnish Industry about "APCOTHINNER," they are all Internationally known "Industrial Naphthas" manufactured by this company. We now enter your Industry and offer "B-280" for your approval.

For technical data or samples, address the company at 3921 East Ravenswood Avenue, Chicago, Ill.

ANDERSON-PRICHARD OIL CORPORATION



OKLAHOMA CITY, OKLA.

BRANCHES IN ALL PRINCIPAL CITIES



STAINLESS CATTLE SPRAY

A light colored liquid for spraying cattle to rid them of annoying flies and insects. Contains the active principle of pyrethrum. Will not stain, blister or burn, and has no disagreeable odor. A popular product with farmers and dairymen. Supplied in bulk to the distributing trade only.

PES-TOX

An efficient liquid household insecticide of the pyrethrum type, pleasantly scented. Surpasses in effectiveness the standard of the National Association of Insecticide and Disinfectant Manufacturers. Each lot carefully controlled by the Peet-Grady method. Supplied in bulk for distributors to resell under their own trade-names. Also suppliers of pyrethrum concentrate.



PINE OIL DISINFECTANTS

made from pure steam-distilled pine oil, and agreeable in odor and dilute with water to form rich, milk-white emulsions.

HIPINE, made according to the formula of the Hygienic Laboratory has a minimum phenol coefficient of four.

ORPINE, prepared from slightly different ingredients, has a minimum coefficient of three.

CLEARPINE is a specially refined product, very light in color, and has a minimum phenol coefficient of four.

All are high-grade products, reasonably priced. Every lot chemically controlled and standardized. Supplied only in bulk to the distributing trade for resale under their own names and labels.



BAIRD & McGUIRE, Inc.
HOLBROOK, MASS. ST. LOUIS, MO.

New York City and New Jersey Representative

EASTERN STATES SUPPLY CO., 136 Liberty Street, New York, N. Y.

Phone: WOrth 2-3143

UNTIL NEXT FOURTH OF JULY—1935

Many a bottle or jar of polish lasts a full year or longer. That is not at all unusual, for some people use it only occasionally when they get the clean-up urge. All of which merely goes to prove that the package must be prepared for longevity—in warehouses, on dealers' shelves and in the homes of users.

Whether the polish be for furniture, for automobiles, for silverware, for floors or for shoes, the Anchor Amerseal Cap makes an ideal closure for the package. It seals so tightly the polish cannot dry out, nor volatile elements escape. It removes so easily that consumers like to use it (and are thereby encouraged to use it more often). It reseals tightly, giving continuous protection for months and years. Because of its lug construction, the metal of the cap is not in contact with the polish, eliminating any possibility of chemical ingredients attacking and corroding the cap.

If you will send us a sample of your present package, whether the polish is in a bottle, jar, a can or metal box, we will be glad to show you how it may be adapted to the use of the Anchor Amerseal . . . so as to enjoy its exclusive advantages.

ANCHOR CAP & CLOSURE CORPORATION
LONG ISLAND CITY, N. Y. TORONTO, CANADA

Branch Offices: ATLANTA • BOSTON • CHICAGO • CLEVELAND • DETROIT
HOUSTON • LOS ANGELES • LOUISVILLE • MONTREAL • NEW YORK • PHILADELPHIA • PITTSBURGH • ROCHESTER • SAN FRANCISCO • ST. LOUIS • TORONTO



ANCHOR CLOSURES FOR POLISHES & SPECIALTIES

*Every
Day*



A SWEEPSTAKES!

..at the Store!



• It's a race for **SALES**. And your product will win . . . if you pick a thoroughbred **PACKAGE** to carry it.

• Color, design, size, shape and features of convenience to users are the points on which **PACKAGES** are judged.

• Don't forget that out on the dealer's shelf . . . all your ideas, ideals and experience are represented by your **PACKAGE**. It is the *only* evidence of the value you have packed within. Pick a thoroughbred!

- CANS . . . Lithographed and Plain
- Sized Singly or in Series.

METAL PACKAGE CORPORATION

ESTABLISHED 1909

110 E. 42ND ST., NEW YORK CITY

• One of America's Largest Canmakers •

SALES OFFICES AND PLANTS • NEW YORK CITY • BALTIMORE • BROOKLYN • CHICAGO
THE FISCHER CAN COMPANY DIVISION • HAMILTON • OHIO

FIVE MORE



Phillips Petroleum Company,
Bartlesville, Oklahoma
Skelly Oil Company, Tulsa
Derris, Incorporated, New York City

Union Oil Company of California,
Los Angeles
Wizard, Incorporated, Chicago

MAJOR COMPANIES HAVE ADOPTED THE **VAUGHAN** *Continuous Sprayer*

"U. S. and Foreign Patents Pending"

The year 1934 will record an unusually successful season for those manufacturers and distributors of quality insecticides whose products are presented to the public in the most efficient sprayer. The Vaughan No-Drip Sprayer, gives the finest atomization with large volume and, therefore, is much more effective in its killing ability.

There can be only one *best* sprayer, so be sure your product is given the advantages of the finest of them all—the Vaughan Continuous.

ONE PIECE BRASS HEAD AND NOZZLE

Valve and liquid tube also of brass. These vital parts cannot rust, assuring satisfactory service.

NOZZLE IS NOT ADJUSTABLE

Nothing to confuse the user.

CONTINUOUS SPRAY

Assures adequate volume and greater efficiency.

REMOVABLE LIQUID TUBE

Easy to clean if ever necessary.

EXTRA HEAVY CONSTRUCTION

Prime tin of 107 pound weight.

FULL PINT DETACHABLE CONTAINER

Screws to the pump. Extra caps for the container can be supplied so that the insecticide can be packed in the sprayer cans, thereby saving the cost of one extra can on a combination sale.

SPECIAL LITHOGRAPHING

Sprayers and containers can be supplied in any special lithographed design.

• Write for prices and complete information. •

J. A. VAUGHAN

MANUFACTURING COMPANY

34 N. Madison Street

Tulsa, Oklahoma

Specialists in doing
one thing well



Reg. U. S. Patent Office

For over a quarter
century manufacturers of

TESTED and CERTIFIED

DISINFECTANTS

for the wholesale trade



BAIRD & McGUIRE, Inc.

HOLBROOK, MASS.

ST. LOUIS, MO.

MEMBER





SANITARY PRODUCTS



A Section of SOAP

EDITORIAL

A WARNING against the incorrect labeling of mercury preparations recommended for antiseptic and disinfectant uses, has been issued by the Food and Drug Administration which has found in its recent investigations some cases of serious misbranding. They particularly warn against claims of actual killing when used against *Staphylococcus aureus*, noting that a corrosive sublimate solution as high as one per cent does not kill this organism in five minutes at room temperature. Manufacturers of germicidal soaps are especially warned, and also makers of disinfectants for surgical instruments and like products. There is no time like the present for manufacturers to check up on their mercury products. The advance warning of the Food and Drug Administration gives this opportunity.

FROM the Georgia Experiment Station at the University of Georgia has been issued some enlightening literature on fly sprays. "Economical fly sprays for use in barns and houses can be made at home,"—this is one statement in a recent bulletin on fly control. A half-pound of pyrethrum to a gallon of kerosene is recommended, permitting the mixture to stand for two hours and then decanting off the "fly spray." It is our guess that this product might upon occasion have a Peet-Grady kill of almost 30 per cent, that is, if the pyrethrum were of a very good quality. (The trade minimum standard kill is 60 per cent.) And where would a farmer "at home" buy bulk pyrethrum, and especially pyrethrum of good quality? And then for a "cattle spray," the same bulletin recommends one pint oil of tar (pine tar) in one gallon of used crank case oil. Heaven protect

the poor cows,—no wonder many of them die so young. At the same time, we do not think that the fly spray would annoy the flies too much. We would recommend it as an exhibit during "Be Kind to Flies Week." The Experiment Station should complete the job by sponsoring such a movement.

ON THE statute books of New Jersey is a law which forbids the sale of an insecticide or disinfectant which is deemed poisonous by the State Board of Pharmacy, except by a licensed pharmacist. We find upon investigation that this would include many well-known products, a number of which are now sold through grocery and hardware stores as well as in drug stores. The Board has just now become really active in enforcing this law although it was adopted last year. They are making up a list of prohibited products now. If they go ahead with enforcement as planned, there is no doubt but that the sale of these products in New Jersey will be seriously interfered with. And what good it will be to anybody, except the druggists, is something we are at loss to see. It is the same old pro-druggist regulation which at some time or other has been tried by almost every board of pharmacy in the country.

HERE and there upon occasion, we hear of a fly-spray or an insecticide powder being suspected as the cause of skin eruptions or irritations, or of bronchitis, or something else. Usually these observations are accompanied by warnings that this or that insecticide is dangerous.

(Turn to Page 103)

National Association of Insecticide and Disinfectant Manufacturers

OFFICERS

PresidentPeter Dougan
Merck & Co., Rahway, N. J.
1st Vice-PresidentW. J. Andree
Sinclair Refining Co., New York
2nd Vice-PresidentDr. George Reddish
Lambert Pharmacal Co., St. Louis
SecretaryJohn H. Wright
Zonite Products Corp., New York
TreasurerJohn Powell
John Powell & Co., New York

BOARD OF GOVERNORS

Samuel H. Bell...Koppers Products Co., Pittsburgh
J. L. Brenn
Huntington Laboratories, Huntington, Ind.
Harry W. Cole
Baird & McGuire, Inc., Holbrook, Mass.
William H. Gesell
Lehn & Fink, Inc., Bloomfield, N. J.
H. W. Hamilton.....White Tar Co., Kearny, N. J.
C. P. McCormick.....McCormick & Co., Baltimore
Dr. Charles H. Peet
Rohm & Haas, Inc., Philadelphia
S. S. Selig.....The Selig Co., Atlanta
Dr. Robert C. White
Robert C. White Co., Philadelphia
William J. Zick.....Stanco, Inc., New York

MEMBERSHIP

Active—Open to manufacturers and wholesale distributors of disinfectants, germicides, deodorants, insecticides, liquid soaps, polishes, and allied products. Dues—\$75.00 per year.

Associate—Open to firms supplying raw materials, containers, equipment, etc., to the membership. Dues—\$50.00 per year.

For further details, communicate with

**NATIONAL ASSOCIATION OF
INSECTICIDE & DISINFECTANT
MANUFACTURERS**

John H. Wright, Secretary

CHRYSLER BUILDING

NEW YORK

Notes of the Trade

C. H. W. Hasselriis, president of Ratin Laboratory, New York, manufacturers of roden exterminating products, has been elected president of the Exchange Club of New York.

Frederick F. Rauch, for many years widely known in the essential oil industry, has joined the sales staff of S. B. Penick & Co., New York, as a representative in the Metropolitan area. Mr. Rauch was associated with Magnus, Mabee & Reynard, Inc., New York, for over twenty years.

A small fire occurred in Fuld Brothers' Baltimore factory last month when a wax boiler exploded. The blaze was promptly extinguished with little or no damage.

Miracul Wax Co., St. Louis, manufacturers of Dri-Brite liquid floor wax, are adding some companion products including a new automobile polish.

The latest issue of *Consolidated News*, house organ of Consolidated Products Co., New York, used machinery, reports the purchase by Consolidated of the Kansas City plant of Rex Research Co.

Alfred L. Loebenberg has been named vice-president of Barrett Co., New York, and will act as assistant to the president. Mr. Loebenberg is well-known in the chemical industry and has previously held executive positions with United States Industrial Chemical Co. and National Aniline & Chemical Co.

Hammond Paint & Chemical Co., Beacon, N. Y., has recently introduced "Ant Gas," a liquid chemical product which forms a gas heavier than air and destroys ants and moles.

Lehn & Fink Products Corp. has announced radio advertising plans for 1935 which include the engagement of Eddie Cantor on two 13-week broadcasts.

Kar-Nu Co., Cincinnati, has introduced a new automobile finish under the "Kar-Nu" brand. It is described as not a wax or a polish, but a gum and synthetic resin product.

L. C. Eulberg has formed Sterling Laboratories in St. Louis to manufacture disinfectants, germicides, etc., under the trade name "Miracle."

Charles Galinari, sales manager for A. S. Boyle Co., floor wax, died recently in Cincinnati following an operation for appendicitis.

Progress in Floor Finishes

By J. H. LAWSON*
Federal Varnish Company

IN SELECTING the subject relating to the progress of floor finishes, I am sure your program committee had it in mind to discuss this subject from the standpoint of progress based on enlarged markets, its relation to your particular association or members, and the part that has been played by chemical, soap and disinfectant organizations in stimulating this progress in the past few years. To reflect on the history of floor finishes from the time of man would no doubt be interesting but the subject would require unlimited time and patience on your part and the technical references and explanations would probably be uninteresting.

Change in architectural design with more thought given to permanence, beautification and protection, the thorough understanding of sanitation and sanitary conditions, the introduction of new and expensive types of floor surfacing materials have all contributed to the progress of floor finishes or at least formed an incentive for manufacturers to more closely study the problems of floor finishing and to improve, adjust or create new products that will more closely meet the requirements of today.

Wood being by far the most common type of floor surface, it is only natural that the problems concerning the finishing of these surfaces should be given first consideration. Progress of floor finishes has probably best been proven in this field. My remarks today with reference to floor surfaces are directed principally to the large floor surfaces such as are represented by school buildings, institutions, public buildings and the like, so please do not construe them as being contrary to the well accepted or established customs as applied to homes or small dwellings where as a matter of your own individual experience you have experienced satisfaction with the ordinary product recommended for such a purpose. I hesitate to prophecy at this time, but my honest belief is that even the old method of treating wood floors in the home will soon be replaced by a newer product or a different method of applying that product.

You will all remember the days when floor varnishes as a class were used universally on wood floors in schools and other large buildings. Because of failure under heavy traffic, these finishes were replaced by a method of applying hot linseed oil or a combination of linseed oil and turpentine. As linseed oil or sealers of this type increased in cost they gradually suffered the evils of adulteration until finally they became ordinary floor oils made principally from petroleum oil and petroleum solvents. Although linseed oil and floor oils had eliminated the objection of showing worn spots or traffic lanes, still linseed oil produced a progressive darkening of the wood which was very objectionable and permitted to a serious degree the grinding in of dirt so that in time the floor became dark and unsightly. Floor oils of the petroleum type darkened very prematurely, increased the slip hazard and in the opinion of sanitary engineers reflected on the general sanitary conditions. In some states, the use of petroleum floor oils was banned because of the increase in the fire hazard.

The need for new types of floor finishes with proper qualities of wear, protection and beautification was very apparent, but as old floors represented the largest and most serious problem the manufacturer or distributor was faced with something that required more than just the manufacture of a finished product. How could these old floors be made to look like new without costing the

user almost impossible sums of money? Sanding was almost prohibitive in most cases so that the problem became one of cleaning. Who were the most logical people to visualize this tremendous market and who were the people or concerns who did most to solve these problems? Gentlemen, I don't suppose that those of you members who really deserve credit will ever receive it but just the same I will pay you the compliment that is due because these problems were only solved through the efforts of those identified with the soap, chemical and disinfectant concerns, and in so doing these companies expended large sums of money in experimental work and actual physical work on the part of their organization.

The most important factor of all refinishing work is the proper cleaning and preparing of the surface before the finishing material is applied. Who is better fitted to select and recommend the proper cleaning materials and methods and why isn't it logical for the cleaning and finishing to be one man's job instead of two? The progress of floor finishes for old floors can therefore be attributed to the new method of proper cleaning and preparation. Old floors are now made to look like new and the new types of finishes that are applied not only preserve but also prolong the life of the appearance of the floor to the satisfaction of the consumers.

There are no products in the floor finishing class that are "cure-alls." Different floors of the same class present different problems and call for different products. School-room or classroom wood floors should in most cases receive a different product and a different method of application of that product as compared to gymnasium floors. Progress in wood sealers or finishes has been prompted by the need in some cases for excessive penetration, resulting in the ultimate elimination of a surface film, while in other cases the conditions call for an exceptionally hard and durable material that will withstand severe traffic, or in the case of gymnasium floors, not be affected by rubber burns.

New products introduced within the past few years resulted from the new and improved types of varnish resins. Modified phenolic or the more popular type of concentrated phenolic (Bakelite type) resins have made it possible to produce finishes that are far superior to old types from the standpoint of hardness, durability and qualities of resistance to alkalis, acids, heat, cold, salt or fresh water and other elements which usually deteriorate prematurely the older types of protective coatings.

Gymnasium finishes are now sold and use that entirely eliminate the old trouble of rubber burns. These new finishes are hard enough to resist softening under friction and heat caused by athletes sliding or quick stopping while in play. The solution of this century-old problem is probably one of the outstanding steps of progress in floor finishes. This same type of product has aided greatly in solving the problem of preserving linoleums, cork tile and other types of floor surfaces in buildings where waxes are impractical and dangerous because of the hazard of slipping.

The production of wood sealers for classroom floors that penetrate deeply into the wood and permit buffing with steel wool so as to remove all surface film is another step forward. With this product and under this method proper protection is given to the floor itself and

* Address before Natl. Assn. Insecticide & Disinfectant Mfrs., Chicago, June, 1934.

the life of the appearance of the floor is increased many times over the old products and old methods.

NEXT in importance in the progress of floor finishes are the new types of self-polishing water base waxes. Although in the beginning, there appeared a serious doubt in the minds of many as to the relative quality of this new product as against the old, it has been unquestionably proven by general acceptance that self-polishing waxes are giving equal or better satisfaction than the old type oil base materials. The elimination of extra equipment and labor has brought almost universal acceptance by the user on types of floors where either one or the other might be used. This step in progress was no doubt originally prompted by the need for a water base material required on certain types of floors, such as rubber or soft mastic tile, but the real step no doubt was the formulation of the water base wax that dried with a lustre against the old original type that required buffing. The adaptability of this type of floor finish on so many different types of floors necessarily makes this product extremely important in the floor finishing field. I might qualify my previous statement by saying that there are still some consumers who prefer the old type oil-base polishing waxes and there are also others who have endorsed and approved the so-called "non-slip oil base type."

Although there seems to be a tendency to depreciate the real value of water waxes by reducing prices, and hence quality, to a ridiculous level, and by so doing leave in the minds of the consumers a serious question of the value of any water waxes, still the reliable manufacturer can and should help to correct this evil by improving and not reducing the quality and by ever striving through serious research work to entirely eliminate any or all of the small objectionable features that are now present. Progress will not stop and progress will correct price evils that now exist.

PROGRESS in other lines of floor finishes has not been so apparent or has it in any large way come to the attention of those interested or operating in this field? Lacquers are now produced that can be applied on rubber tile without causing softening of the rubber and bleeding of the colors. This same lacquer can also be used without fear of discoloration when applied on white tile. A new type of cement paint has recently been introduced which from appearances based on tests will resist the action of moisture and alkali. New types of sealers for terrazzo floors are now under test, showing a marked improvement over the so-called "wax base material," which have more or less predominated for many years.

Progress in floor finishes must and will go on because new conditions on old floors and new types of floors being manufactured and introduced all tend to create new markets and expand old. Just a glance at a few figures which I have compiled should be your motive or incentive to continue your own individual efforts in the form of manufacturing, research or sale of these products as well as the all-important cleaning materials that will change and probably grow even more important as related to finishing problems as time goes on.

We are all concerned today with a material decrease in sales volume, necessitating on the part of the progressive executive the giving of time and thought to the discontinuance of non-profitable items and the addition of new items closely allied with products of their own manufacture, and, of course, ones that will return the expected profits. I am sure that your program committee has had this thought in mind in selecting the subject assigned to me, and even though most of you gentlemen might at first thought consider floor finishes quite foreign to your own particular business it is a fact that the disinfectant, chemical and soap manufacturers and distributors have played an important part in developing the uses of floor finishes and actually helped to enlarge and better this

tremendous market. I hope the following facts will be most convincing.

Although the floor finishing field embraces many types which are new and unknown to me the most important are probably the following: wood, cement, linoleum, magnesite, soft mastic tile, rubber, cork tile and cork carpet, terrazzo, marble, and slate. Figures given represent abnormal years, such as 1932 and 1933. To give you some idea of just how abnormal these years were I might mention the figures given by the Maple Flooring Association; namely, two hundred and ten million feet in good years against approximately seventy-five million feet in 1934. Other figures are as follows:

Maple floors—75,000,000 feet.

Soft asphalt tile—15,000,000 square feet.

Rubber tile—3,300,000 square feet.

1931—Linoleum—20,372,467 square yards.

1931—Asphalt felt base linoleum—87,477,164 square yards.

A rough estimate of the floor materials excluding hard woods, oak, and soft woods, pine and fir, would give in an ordinary year something like one hundred and fifty million square yards of surface produced. For the past ten years such surfaces exclusive of the above mentioned woods and exclusive of all old floors would make a surface that requires practically constant attention equivalent to *three million acres* of surface.

This gives you but just a small slant of this market because I was unable to obtain figures on hard woods such as oak, soft woods such as pine and fir, cement, terrazzo and other important and unimportant types of floor surfacing materials that are being used today. Replacements particularly in the newer and more expensive types represent only a small percentage of annual production so visualize this tremendous market on the basis of the next five years' normal production plus the old floors of years before.

Every building has a floor; every floor is a problem. Progress will go on providing we all cooperate, and may I digress for a moment to say that the manufacturers of these floor surfacing materials are helping to create this market by recommending floor finishes to preserve and beautify. They have in most cases shown a most commendable spirit of cooperation and if you will do your part we can expand and perpetuate that market for ourselves, or better yet, for those in the soap, chemical and disinfectant business who have been responsible to a large degree for the progress already shown and for the satisfying results actually produced. Remember, cleaning is the most essential and important part of any refinishing program and with progress in floor finishes should come progress in cleaning, and vice versa.

I thank you for the privilege of talking on this subject, and it is my sincere hope that I have covered this subject in a way that has been interesting and constructive for further thought and consideration.

Practically complete control of sod webworms is obtained by the use of either of the following: one fluid ounce of commercial pyrethrum extract in 4 to 5 gallons of water, applied at the rate of 1 gallon per square yard; or an emulsion prepared from 1/2 gallon of kerosene in 1 gallon of boiling water containing 1 pound of laundry soap. The second mixture is also applied at the rate of 1 gallon per square yard. The sprays do not injure the grass. Lead arsenate is much less effective. W. B. Noble. *Bull. U. S. Golf Assoc. Green Sec. 12, 14-17.*

Eclipse Supply Co., sanitary supplies, formerly located at 122 Spring St., has removed to 16 Thompson St.

Increasing Disinfectant Sales

What the Raw Material Producer Can Do to Help

By GEORGE C. O'BRIEN*
Hercules Powder Company

LAST month I asked thirty-six men and women in all walks of life where they would go to buy a household disinfectant. Twenty per cent said they did not know, 66 per cent said they would probably go to a drug store, 5 per cent named the hardware store as the source of supply, 3 per cent named the disinfectant jobber, the same percentage the department store, and the balance 3 per cent the grocery store.

We visited a number of disinfectant jobbers recently and asked questions. Some of the comments from these jobbers are as follows:

One is seriously considering packaging disinfectants for drug and hardware trade. The second is interested in buying in small packages. A third wants small packages and so does a fourth. Most of them want someone to supply them with small circulars to send to their trade, one folder concerning the specific use of a product, a second for another specific use and so on. All of them want more sales help—a whole lot more. Probably most of those visited receive no sales help at all.

If we assume we are all in business to sell something, then selling disinfectants is quite as important as manufacturing them. There is no need in my making tacks if I do not sell the tacks, regardless of how careful I am to see that each tack has a sharp point and the proper kind of a head on it, if those are the important details in manufacturing tacks. However, it is just as important to make the tacks exactly as they should be made as it is to sell them. Each department of a company—operating, technical and sales,—has its share of the load to carry but all three must function in order that the company or the industry shall reach a maximum of financial success.

This paper has been prepared in order to suggest a definite sales program for manufacturers of disinfectants and to offer suggestions to the manufacturers of raw materials. On one hand is the raw material manufacturer playing to the existing market and hoping that some of his competitors will go out of business so that his natural quota may be larger. On the other hand, is the disinfectant manufacturer thinking in the same terms and acting in the same way, but who is actually thinking of the man in the street as the place to go for increased sales? Yet you have got to begin with him and work back from him to you, through the various trade channels, if you expect a material increase in your business. Please remember this paper refers to both the raw material manufacturer and the disinfectant manufacturer,—not to disinfectant manufacturers only. Let me give you several examples of what I mean:

Years ago farmers generally did not use explosives in blowing up stumps, clearing fields of large boulders, digging ditches and planting trees. Explosives were supposed to be very dangerous to handle. They are if common sense is not used with them. One explosive manufacturer decided to increase the agricultural uses of explosives but they began with the man on the farm,—not the jobber,—and worked back to themselves. No one went to the jobber and said "We make the best dynamite in the world and farmers ought to use it. You must have your men talk up dynamite for the farm." No one went to the dealer and told him to talk to the farmers about dynamite—not then. This explosive manufacturer went straight to the farmer with men and advertising and the tremendous business that developed in agricultural ex-

plosives repaid them well for their efforts. Then they opened up the dealer-jobber-distributor channels. Remember it was the manufacturer who opened up the market—not the jobber and dealer.

Another case,—manufacturers of a certain well-known chemical wanted to increase their sales in order to fit in with their program of manufacturing other raw materials also and there had to be a manufacturing balance between this particular chemical and the other products. The man in the street is the one who uses this particular chemical. The manufacturers did not go to the jobbers and to the dealers to begin this sales program but went to the consumer to find out what he thought of it and would he buy this particular class of chemical if it were for sale, and why would he buy it, or why would he not buy it, etc. Don't forget that after all it is the man in the street who determines what you and I sell and how we manufacture it, whether we make locomotives, automobiles, bread or what-not.

Motion picture films were shown to the man in the street so that he would know about the manufacture of this chemical. He was advertised to in the magazines he read. He was solicited by letters sent out by the manufacturers for the dealer. The dealer was circularized by letters sent out by the manufacturers for the jobber. The salesmen of the manufacturers called on thousands of dealers for the jobber, sometimes in company with salesmen of the jobber. The manufacturers prepared a monthly publication and mailed 100,000 of them each month to the man in the street, and to the dealers and the jobbers.

As a result of this effort, which also included putting this chemical in a lithographed can, the manufacturers have been oversold so many times in the past six or seven years that it is actually discouraging when they are compelled to tell many of their customers they cannot supply them. There is a "manufacturing limit" to this particular chemical, and this limit bears a direct relation to the production and sale of two other main products. Again, note it was the manufacturer who opened up the market for the jobbers and dealers.

You, as an individual, don't buy Timken Bearings as such, yet the manufacturers advertise extensively to you and to me. Why? So that their customers, the automobile manufacturers, would have another selling point and aid in the disposal of Timken Bearings. The automobile salesman proudly announced to the prospective buyer that his car was fitted with Timken Bearings. Without any doubt, many cars were sold partly because the Timken people advertised their Bearings to you and me, and we were influenced favorably when the automobile salesman said those bearings were in his car.

In one of the very recent issues of a nationally known publication, a manufacturer of coat linings advertises his linings to you and me so that we will ask for and look for those linings when we purchase a suit of clothes. This manufacturer is advertising to the public for the tailor, department stores, clothing stores and wherever else may be the channel of distribution from themselves to the ultimate consumer. Here again the manufacturer is advertising direct to the consumer for the jobber and dealer.

A certain manufacturer desired to sell materially increased quantities of a product we shall call "X." He did not want to sell his product to the mills that could use it and show them how they could make a compound

(Turn to Page 95)

* Address before Natl. Assn. Insecticide & Disinfectant Mfrs., Chicago, June, 1934.

FAIR PRICES

PYRETHRUM

DERRIS

The prices which we quote for Derris and Pyrethrum are governed only by market conditions. We treat these products as commodities produced by Nature and influenced by the same laws of Supply and Demand affecting other crops.

Nowhere in the situation do we see any justification for a belief that our customers should be expected to absorb our losses or guarantee us a profit beyond what we can secure by the efficient management of our own business.

Our policy demands that we supply our customers at the market price and take our own risks in the process.

Would you save by purchasing on this basis?

W. BENKERT & CO.

100 GOLD STREET, NEW YORK, N. Y.

Perfume Odors and Sales

By P. C. MAGNUS*
Magnus, Mabey & Reynard, Inc.

THE Creator endowed humans with five senses, auditory, tactual, gustatory, visual and olfactory. This last, the sense of smell, is of highest significance. Animals, by smell, are warned of their enemies and forage for food. An unfriendly odor will drive a herd of wild elephants stampeding through the jungles. The scent of the trail leads the wolf pack to the certain death of its hapless victim. Reaction to odors is the most primitive of our instincts and it is fundamental and basic that odor should be a major factor in modern marketing.

An agreeable odor will often carry a product to success; on the contrary, a product less pleasing to the sense of smell may live only so long as active advertising is continued. Good-will and brisk resales, so necessary in business today, depend upon an exacting and discriminating public. Any factor, as important as odor, should receive primary consideration.

Odors are individual in their characteristics and the consuming public appreciate them accordingly. No one type of odor is fitted for general application to all manufactured goods. Each product must be fitted with an odor suitable to itself and to its use. In its selection, one must consider the adaptability of the odor to the product; the nature of its use; the composition of the material to be scented; the character and intensity of the odor to be masked; the quantity and the quality of perfume necessary to make itself manifest; and the extent to which it is desired to have the odor or perfume predominate.

It is a generally accepted fact that the buying public demands odors of a pleasing quality and in proper quantity. These demands vary greatly and frequently are dependent on whim or situation. The so-called Upper Class consumers seemingly like subdued perfumes. The Middle Class indicate a preference for a mild, pleasing odor in somewhat more dominating degree. The great mass of our people, however, those honest and hard-working folk who have built up this great country, are given to stronger odors, very decided in their characters and predominance. Make no mistake about this: In the minds of most people, an article is good or is bad, depending upon whether it smells good or smells bad—and tastes vary.

The manufacturer of insecticides experiences difficulties with the numerous preferences exhibited. Producers have found a demand in some markets for an agreeable and lively flowery odor that makes the solvent vehicle and evaporates at a similar rate. In other localities heavy, Oriental types that persist for hours or even days after application are in demand. Generally speaking, odor stability is abhorrent to fastidious people. An odor, which clearly identifies sanitary products or insecticides, suggests the possibility of filth.

Insects are no respectors of class or domicile and they range from the humblest to the most lordly home. The mosquito makes no distinction between social blue blood and more sturdy red blood. He would bite the bar-maid as quickly as he would the beautiful debutante. But, of course, no one expects a mosquito to have good taste. Vermin does not infect the slums by preference. It prevails there only because of less resistance to its life. The problem is to produce an insecticide that will kill the mosquito and that carries an odor agreeable to the bar-maid and to the debutante and which leaves no tell-tale after-odor that may offend.

The higher people rise in the social order, the stronger

is the desire for sanitation. All public buildings, hotels, railroads and steamship lines present serious problems of insect pests and the utmost must be done to suppress the unpleasant condition. Cheap scents such as myrbane, citronella, pine oil, sassafras and the like have been used for years to odorize insecticides intended for subduing household pests. These odors have become so firmly established in the public mind that their presence in a room or berth immediately suggests the possibility of unwanted neighbors. A delicate odor that is new and therefore different will lack these suggestions and will permit a carefree rest. Can you imagine the bridal suite perfumed with citronella?

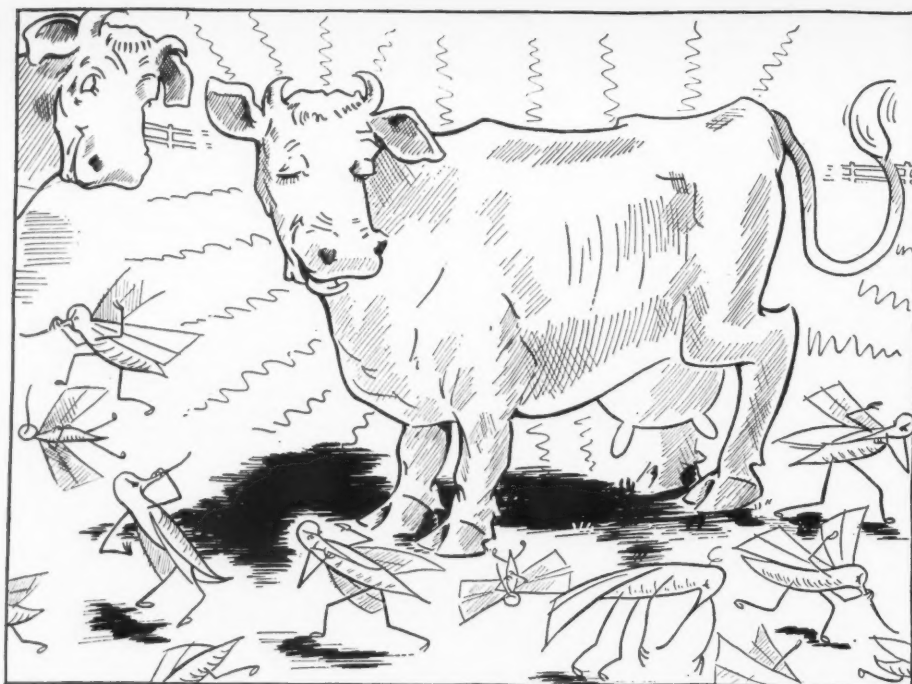
Visualize the guest being shown to the hotel room. The odor of the efficient but low priced scent assails his nostrils. The primitive instinct immediately becomes operative. He is warned of danger. How much less sales resistance there would be if the room had been sprayed with a material odorized with a real perfume of an agreeable, refreshing and satisfying character.

Perfuming of insecticides has received real impetus by the production of solvent vehicles that, in solvent and evaporation qualities, practically match kerosene and other petroleum products used for carrying the active and more lethal materials. But, some of these seem to have lesser solvent values when perfumes are introduced. Frequently the addition of perfume materials to these odorless solvents will produce a temporary opalescence which if it were permanent would require filtration to restore brilliance to the product. Usually, on standing a short time, the perfume products go into complete solution, yielding a brilliant mixture. These new solvents are practically odorless and tasteless and no real amount of perfume is required to overcome the very mild, slight odor they possess. Nor do these solvents change the odor characteristics or qualities of a bouquet. While they cost more than kerosene, most of this added cost is eliminated through the lesser quantity of perfume materials needed to impart a real perfume or odor to the product.

All perfume oils or bouquets have in their composition odor bodies that present lasting qualities of varying degrees. The combining of natural and synthetic materials to form pleasing bouquets suitable for the intended task is one that requires knowledge obtained only by long acquaintance with raw materials and much experience in this special type of compounding. This knowledge is acquired through the very costly process of "trial and error." Many formulae for perfume compounds are published and some of these may be adapted to your use. But, in my opinion, the value of such published information was very aptly stated by one of our leading consulting chemists, a man of long experience, who asked if we had noticed how delightfully impractical most published formulae were. This is not meant to infer that perfume bouquets cannot be made by individuals or manufacturers. They can be. But we also want to acquaint you with the fact that money, effort and experience are constantly being used by the Essential Oil and Perfume Dealers to further the interest of all manufacturers whose products can be improved or made more salable and agreeable by odor.

We, the various essential oil and perfume dealers, stand ready to assist you to a favorable solution of

* Address before Natl. Assn. Insecticide & Disinfectant Mfrs., Chicago, June, 1934.



BUGS DON'T LIKE BOSSIE since she uses this new perfume!

The first duty of a cattle spray is to kill . . . pyrethrum extract does this . . . but the efficient spray should also contain a repellant with a lasting odor. Aside from the killing agent, you can prolong the effectiveness of your spray by adding

NEWPORT HEAVY WHITE PINE OIL

This pine oil contains a greater proportion of those constituents of the most persistent odor. Samples of NEWPORT HEAVY WHITE PINE OIL will be gladly sent on request.

**Producers also of Newport Steam Distilled
Rosins, Turpentine and Dipentene.**

GENERAL NAVAL STORES COMPANY, INC.

Address Main Office: 230 Park Avenue, New York City

NEWPORT

Plants: De Quincy, La.; Pensacola, Fla.; Bay Minette, Ala.

your problems. How is this assistance supplied? All you need to do is just state your needs. When doing so, please be specific as to the odor to be masked; the use of the product; your cost limits, or the limits of desirable addition; the type of odor thought suitable or wanted. With this information, a sample of the unperfumed product would be of assistance. Then leave it to us to suggest the solution.

All essential oil and perfume houses carry in stock a number of bouquet odors of varying type and cost, intended to scent almost any product. But, no list is sufficiently large to meet the demands of all. Frequently, it becomes necessary to build individual perfume bouquets to suit the ideas of the prospective buyer, and we stand ready to furnish this individual service. It is desirable for a manufacturer to use an odor that is individual to his own product. With a little experimentation on the manufacturer's part, should he be so inclined, he can fit the proper odor to his product. Select a bouquet that is agreeable to the article and to the user. To this bouquet add one or more of the aromatic chemicals in such amounts as to impart the desired individualism. For example, to a pound of bouquet mixture, add one to two ounces benzyl acetate, or a mixture of benzyl acetate with terphenyl acetate. There is available at low cost for this use, many odor bodies such as amyl salicylate, benzaldehyde, benzyl acetate, benzylidene acetone, bromstyrol, diphenyl oxide, geraniol, geranyl acetate, hydroxy-citronella, linalyl acetate, neroline crystals, terpineol and terphenyl acetate. While, for finer perfume characters there are available as modifying agents, alpha amyl, cinnamyl aldehyde, anisic aldehyde, hydrocinnamic aldehyde, the ionones, linalool and its esters, methyl anthranilate, artificial musks, xylol, ambrettes, ketone, phenyl ethyl alcohol and its esters, heliotropine, vanillin, coumarin, etc. (I am always happy to address an audience who are familiar with these technical names. A layman once thought I was reading a list of the stations along the Great Siberian Railway.) But these new products, perfected by science, appeal to the primitive olfactory sense and make an article of merchandise pleasing and friendly and appealing in odor. This method offers to a producer the opportunity of exercising his creative ability and gives an increased feeling of satisfaction for having assisted in the creation of the odor. Some of the named odor bodies offer considerable resistance to dissipation.

Frequently competition is exceedingly keen and costs must be kept down. Odor characteristics become secondary, but a pleasing odor is essential. In such instances small amounts of either ethyl or amyl acetates help materially to reach a desired end. Additions of one-half to one ounce of either acetate to a gallon does much to smooth off any harshness or undesirable character of odor. In making experimental additions care must be exercised, or excessive amounts may be used which will result in unjustly condemning the additions.

FOR the man interested in building his own odors, I would suggest for the more pungent odor bodies, a reduction in strength by forming a solution of the material in a soluble vehicle, having the solution vary in strength from 1 per cent to 10 per cent, depending upon the intensity of odor of the perfume materials. Make the addition in small amounts, keeping an accurate record of all materials used for later calculations. There is no more accurate means of making additions by volume than by the use of the graduated pipette which permits as little as 1/10cc. of solution to be added readily and without undue effort. Addition by weight is the most constant method, but such a system requires rather sensitive scales or balances and extreme care so as not to over-run quantities. Compounding by weight allows no variations due to change in volume occurring through temperature. These, though slight through the average range, will from extreme summer heat to extreme winter cold present quite a variation in the volume of the same weight of

the same fluid. After the addition of perfume material to your product, do not attempt to evaluate the same immediately. Frequently it will be noticed that twenty-four hours after the addition the product exhibits a remarkable difference in odor quality. There are instances where these changes manifest themselves during the first three or four days following the mixing. Give it time. Another cause for apparent disappointment is the smelling of your perfume mixture with traces of the perfume material on the hand. The strength of the odor from this contamination may mar your appreciation of the product.

I am sure that you will pardon me if I admonish you to wash your hands frequently. Remember, you are only selling your product,—your hands don't go with the sale,—and your customer is going to get the odor of the product without the benefit of the smell on your hands. These same comments hold for the various utensils used in measuring and mixing the perfume, if they have been permitted to remain uncleaned and in close proximity to the space where tests are being carried on. In general, it is best to make up your perfumed sample and to test same during the following day, and at some other place, free from the odor used. The most satisfactory means of testing the odor is to perfume the product with an amount of odor material that you think will approximate the quantity to be used in commercial production. Then, after permitting the mixture to stand for 24 hours, apply the perfumed material as is intended and described on your label.

As before stated, we earnestly recommend the use of a material or odor individual to your own manufactured product and we cannot deplore too strenuously the tendency so largely manifested to imitate a popular product. The great bard, Shakespeare, said, "A rose by any other name would smell as sweet." The odor of the rose is most agreeable, but if we went to the florist and found the same rose odor on the carnation, the hyacinth, the lily, we would begin to suspect that something was decidedly out of place. Nature is the greatest salesman of all time. And what does it do? It gives an individual and pleasing odor to each and every one of its products with which it seeks to tempt us. When we are hungry, foods smell deliciously. And do not lose sight of this: The Creator not only gave us a nose, but did you ever stop to think where the nose is located? It is just above the mouth and it warns us of what we are about to eat. We business men could well afford to follow this example of Nature. An individual and an attractive odor commands attention, stimulates desire and gets action. Make your product with the same general type of odor or color if you must, but do not waste time in the endeavor to obtain an exact match. Be individual. Lead the parade. Don't just follow. This advice is not only essential to the manufacturer of insecticides but to producers of many other types of products where the imitation practically amounts to piracy. The desire to duplicate or imitate another's product has caused many fruitless days of effort with accompanying heartaches.

In an attempt to place before you the value of perfumes or odors in a product, and to visualize some of the generally unthought of and unseen efforts that are constantly being put forth for our mutual benefit, I have endeavored to speak plainly of actual conditions as they exist.

Conditions and likes are ever changing, and we, who pride ourselves as being in the advance guard of the industry, must maintain a continual research to fit our goods to meet the modes of today. All life is a process of change and it is the alive, alert business man who is not satisfied to regard his products as being the final type, or acme of perfection. It is this type of executive that spurs his associates and supply dealers to attempt the production of better materials, more active and pleasing commodities. He is the man who will take the bull of costs by the horns, perhaps add a few cents cost to a package, to reap added dollars in profits.

PARADOW

PURE PARADICHLORBENZENE

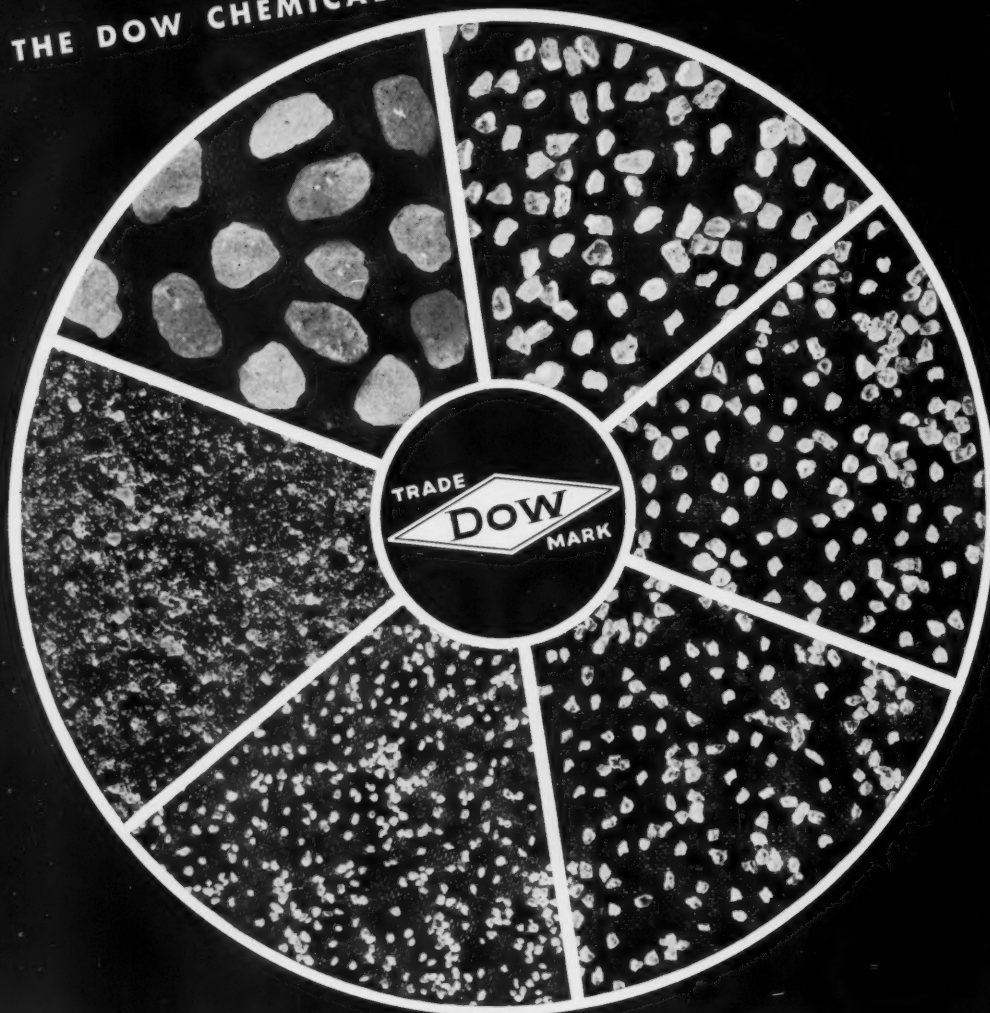


Six sizes of crystals, snow-white, pure and transparent, all uniform in size, will make it possible for you to select the size and form of Paradichlorobenzene that fits your requirement. Each form of crystal is designed to meet specific trade needs, whether it is to be processed or repackaged in its original form and sold as a moth killer, a deodorant, or for other purposes.

We offer the six sizes: $\frac{1}{4}$ " crystal, Coarse, Medium No. 1, Medium No. 2, Graded Fines, and Fines, and in addition are in position to produce special size crystals if desired. All sizes possess marked free-flowing properties.

We invite your inquiry. Let us quote on your requirements of Paradow, Pure Paradichlorobenzene of highest grade.

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN



To keep abreast of these kaleidoscopic times, you as leaders of industry, must insist on revision of obsolete formulae, you must revamp your product into a newer type, you must produce more appealing and more satisfying merchandise. Perfume will help you in your efforts. If you are open to the idea that your product might be improved and made more salable, take these thoughts to heart; take them to your supply dealer, should you feel the need of his assistance. It is yours merely for the asking. His years of study and research will be pitted against your problem. His varied stock of materials will be searched for items suitable for your needs. His active cooperation and knowledge of his special type of business should aid in finding the right solution to your problem.

No one is better fitted to judge the sales appeal of a product than the producer himself, because he has actual contact with the ultimate user. To the producer is made known the preference of the trade. Also the producer knows the features of a product that are less desirable, or deficient. We, the suppliers of perfume materials, are not egotistical in our belief that our commodities add to sales value, and bring repeat orders. It is a fundamental law of Nature that products dressed with a pleasing aroma are more desirable.

Results cannot always be obtained by mathematical calculation, or dead reckonings. The rule of try and try again reigns almost supreme. Mistakes in selections may be made at first, but these mistakes, surveyed critically, studied patiently, with the one objective in mind, will finally bring forth the product wanted.

Something new is the ever insistent cry of manufacturers. Lethal elements and repellents are less numerous than perfume materials; therefore, less likely of replacement. The insecticide employing pyrethrum as the lethal element and kerosene as the vehicle, represents but one type and the most universal variety of insecticide. But, thanks to the variety of perfume materials available for imparting odors to this type, the differing products are legion, and there is no excuse for any two being exactly the same.

Gentlemen, do not make the mistake of neglecting the importance of odors. The rotting carion in the desert will drive men out of their paths. The attractive odor of natural food stimulates the appetite and creates desires. Smelling is primitive: Be sure that your product satisfies one of the five God-given senses.

Water soluble organic solvents such as acetone and alcohol are able to extract practically all of the water-soluble and water-insoluble ingredients of derris root toxic to sucking insects. Either continuous distillation, or soaking with subsequent filtration and washing, will extract practically all the active principles when acetone or alcohol is used. Water does not extract all the toxic principles of derris root. At low dilutions, the water extracts compared well in toxicity with acetone and alcohol extracts, but proved inferior to them in high dilutions. Water extracts deteriorate rapidly on standing, with resultant loss of toxicity. J. M. Ginsburg, John B. Schmitt and Philip Granett. *J. Econ. Entomology*, 27, 446 (1934).

A sample of fine roots and one of coarse roots from New Guinea contained 3.2 and 2.1 per cent, respectively, of rotenone, on a dry basis. The species were not stated. A commercial sample of Malayan roots on the same basis contained 2.2 per cent rotenone. *Bull Imp. Inst.* 31, 469-72 (1933).



HOOKER 'PARADI'

(Reg. U. S. Pat. Off.)

Hooker Paradichlorbenzene is specially prepared for use in the manufacture of moth preventives and deodorants. It is offered in six standard crystal sizes.

Ready for immediate shipment in 200 and 100 pound barrels as well as 50 and 25 pound kegs.

HOOKER CHEMICALS

Caustic Soda	Benzyl Alcohol
Liquid Chlorine	Benzotrithloride
Bleaching Powder	Chlortoluene
Muriatic Acid	Aluminum Chloride
Monochlorbenzene	Antimony Trichloride
Ortho-dichlorbenzene	Arsenic Trichloride
Para-dichlorbenzene	Tin Tetrachloride
Trichlorbenzene	Ferric Chloride
Tetrachlorbenzene	Ferrous Chloride
Hexachlorbenzene	Sulfur Monochloride
Sodium Benzoate	Sulfur Dichloride
Ammonium Benzoate	Sulfuryl Chloride
Benzoic Acid	Thionyl Chloride
Benzoic Anhydride	Acetyl Chloride
Benzoyl Chloride	Propionyl Chloride
Para-nitrobenzoyl Chloride	Alpha-Chlornaphthalene
Benzyl Chloride	Special Salt
	Hydrogen



HOOKER ELECTROCHEMICAL COMPANY

Eastern

Plant—Niagara Falls, N. Y.
Sales Office—60 E. 42nd St., New York

Western

Plant—Tacoma, Washington
Sales Office—Tacoma, Washington

DEO-BASE

Reg. U. S. Pat. Off.

No Kerosene Odor -

The time is close at hand when all liquid insecticides will have to be free from that tell-tale residual odor of kerosene. It is one of the greatest sales obstacles today. Eliminate it by using DEO-BASE—a petroleum oil refined to complete freedom from kerosene odor.

— ♦ —

Liquid insecticides made with DEO - B A S E find ready acceptance by housewives, the best hotels, dairies, bakeries, clubs, food markets . . . in fact, wherever the kerosene odor of ordinary sprays is found objectionable.

— ♦ —

DEO - B A S E conforms in every detail with the specifications of the National Association of Insecticide & Disinfectant Manufacturers.

L. SONNEBORN SONS, Inc.

Refiners of White Oils and Petrolatums

New York Office
88 Lexington Avenue

Refineries	{ Petrolia, Pa.	Chicago Office 820 Tower Court
	{ Franklin, Pa.	

DISMISS MIRACUL WAX COMPLAINT

The Federal Trade Commission has announced its dismissal of a complaint against Miracul Wax Co., St. Louis, involving advertising and labeling of a floor polish sold under the name, "Dri-Brite Liquid Wax." The complaint was originally filed, October 27, 1932, on the contention that the defendant's product was not a true liquid wax but a "liquid containing in solution about 15% of solids, among which, in substantial quantities, are various substances other than wax." The opinion of the Commission was that a product must consist solely of wax to be sold as a liquid wax. In reply the Miracul Wax Company affirmed that its product was a true liquid wax, but one made by a new and better process. It also challenged the power of the Federal Trade Commission to "define arbitrary words, phrases and terms and to establish such definitions as standards for the labeling and advertising of goods." The reasons for the recent dismissal of the complaint and the complete text of the F. T. C. ruling are not yet available.

Wilfred E. Hall, prominent attorney of Waukegan, Ill., and president of Arwell, Inc., manufacturers of disinfectants, was drowned at Lake Geneva on June 23rd. The boat in which Mr. Hall was sailing was capsized by a sudden squall and he sank before rescuers could reach him. No successor has been named as yet to take his place as president of Arwell, Inc.

Jeyes Sanitary Compounds Co. has been organized in Dublin, Ireland, to deal in disinfectants and sanitary products.

Stafford Allen & Sons, Ltd., London, are introducing a liquid insecticide in England under the name "Pysect."

Otis Butler Janitor Supplies, Detroit, Mich., have recently moved from 1318 Macomb St. to 2859 Grahoe St.

The annual meeting of the American Pharmaceutical Manufacturers' Association was held at the Chatham Bars Inn, Chatham, Mass., June 25-28.

Rotenone has a new use as a parasiticide. It is non-toxic to dogs in amounts up to 0.2 gram per kilogram of body weight. Doses of 0.1 to 0.2 gram cause transitory gastritis and enteritis. Young dogs are less apt to be nauseated by very large doses than are old animals. Fed in doses of 0.05 gram per kilogram of body weight, rotenone is effective against the dog hookworm, *Ankylostoma canina*, and the roundworms, *Toxascaris limbata* and *Belascaris marginata*. It is only moderately effective against the coccidium of dogs and is ineffective against canine tapeworms. In general, rotenone causes an unusually rapid recovery from follicular mange. The best results are obtained by administering the drug after the animal has been starved for 18 to 24 hours. Douglas B. Crane, *Cornell Veterinarian* 23, p. 15.

Barrett Standard CHEMICALS

Barrett Standard Chemicals are produced to strict specifications under rigid scientific control. The result is uniformly dependable, high-quality products.

A competent Barrett Technical Staff will gladly assist you in production problems involving the use of Barrett Standard Chemicals. Phone, wire or write.

BARRETT STANDARD CHEMICALS

PHENOL (Natural)

U. S. P. 39.5° M. Pt. and 40° M. Pt.

Technical 39° M. Pt.

Technical 82-84% and 90-92%

CRESOL

U. S. P., Meta Para, Ortho, Special Fractions.

CRESYLIC ACID

99% Straw Color and 95% Dark.

XYLENOLS

TAR ACID OILS

NAPHTHALENE

Crude, Refined Chipped, Flake and Ball.

PYRIDINE

Refined, Denaturing and Commercial.

HYDROCARBON OIL . . . BENZOL . . .

TOLUOL . . . XYLOL . . . SOLVENT

NAPHTHA . . . HI-FLASH NAPHTHA



THE BARRETT COMPANY
40 RECTOR ST. NEW YORK, N. Y.

Increase Your Fly Spray Sales

THRU THE SELECTION OF SUITABLE PERFUMES TO
EFFECTIVELY COVER THE ODOR OF MINERAL SPIRITS

FELTON CHEMICAL CO., INC.

Have Made a Scientific Study of This Problem, and
Offer a Selection of FLY SPRAY PERFUMES
and NEUTRALIZERS Which Accomplish
Maximum Coverage at Minimum Cost.

VITAFLO No. 758 — An Extremely Powerful Neutralizer

(TRADE MARKED)

KEREX LORIENT
KEREX BOUQUET
KEREX CHERIE

Neutralize and Perfume in One
Operation. It Will Cost You Only
3 Cents to Perfume One Gallon of
Fly Spray With These Odors.

D U L C E N E
M E T S A L
N E W M O N
A I R D O U X

Effective Coverage — Pleasing Odors.
Priced as Low as 75 Cents Per Pound.

*It will be to your advantage to investigate the
above items. Write us for samples and quotations.*

FELTON CHEMICAL COMPANY, INC.

603 JOHNSON AVENUE, BROOKLYN, N. Y.

AROMATIC CHEMICALS — NATURAL ISOLATES — PERFUME OILS — ARTIFICIAL FLOWER & FLAVOR OILS

Stocks carried in following cities:

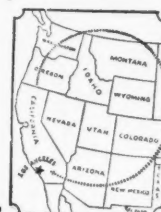
Chicago, Ill.
1200 N. Ashland Ave.

New Orleans, La.
ROBERT E. FELTON
Balter Bldg.

St. Louis, Mo.
KIEFER SALES
& ADV. SERVICE
1014 Locust St.

A COMPLETE SERVICE
FOR THE WEST
FELTON CHEMICAL CO.
INC.

515 So. Fairfax Ave.
Los Angeles, Calif.



ATTENDANCE AT CHICAGO MEETING

The official registration list for the Twentieth Annual Mid-Year Meeting of the National Association of Insecticide & Disinfectant Manufacturers, held June 11-13 at the Edgewater Beach Hotel, Chicago, as issued by the Secretary of the Association, contained the following names:

J. B. Rosefield, An-Fo Manufacturing Company, Oakland, Calif.
 G. M. Baird, Baird & McGuire, Inc., Holbrook, Mass.
 Harry W. Cole, Baird & McGuire, Inc., Holbrook, Mass.
 James Varley, Baird & McGuire, Inc., St. Louis.
 Jack Varley, Baird & McGuire, Inc., St. Louis.
 H. W. Baldwin, Baldwin Laboratories, Inc., Saegertown, Pa.
 Carl Mosier, Jr., Baldwin Laboratories, Inc., Saegertown, Pa.
 Malcolm Yount, Baldwin Laboratories, Inc., Saegertown, Pa.
 James N. Davies, Henry Barroll & Co., New York.
 Harold R. King, W. Benkert & Co., New York.
 W. G. Griesemer, The Black Flag Company, Baltimore.
 A. A. Breuer, Breuer Electric Mfg. Co., Chicago.
 H. A. Nelson, The Chemical Supply Co., Cleveland.
 Ralph Bloom, The Cino Chemical Products Co., Cincinnati.
 Leonard Schwarcz, The Clifton Chemical Co., New York.
 L. J. LaCava, Continental Can Company, New York.
 R. S. Solinski, Continental Can Company, Chicago.
 P. O. White, Continental Can Company, Chicago.
 R. H. Young, The Davies-Young Soap Co., Dayton, Ohio.
 R. W. Birdsall, Derris, Inc., New York.
 K. A. Dolge, C. B. Dolge Company, Westport, Conn.
 J. A. Walsh, C. B. Dolge Company, Westport, Conn.
 J. A. Cavanagh, The Dow Chemical Company, Midland, Mich.
 R. W. Thomson, The Dow Chemical Company, Midland, Mich.
 R. P. Neptun, Allaire, Woodward & Company, Peoria, Ill.
 L. A. Trevisan, American Can Company, New York.
 Louis J. Freundt, American Can Company, New York.
 F. W. Wolff, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.
 Geo. B. Bradshaw, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.
 A. J. Feit, E. I. du Pont de Nemours & Co., Inc., Chicago.
 S. L. Weller, E. I. du Pont de Nemours & Co., Inc., Chicago.
 J. W. Schiffer, Federal Sanitation Co., Inc., Cleveland.
 Frederick A. Hoyt, Frederick Disinfectant Co., Atlanta, Ga.
 Melvin Fuld, Fuld Bros., Inc., Baltimore.
 E. M. Baker, General Laboratories, Inc., Philadelphia.
 Dr. Eric Kunz, Givaudan-Delawanna, Inc., New York.
 Dudley F. Lum, Givaudan-Delawanna, Inc., Chicago.
 W. E. Dermody, Gulf Refining Co., Pittsburgh.
 Wallace Thomas, Gulf Refining Co., Pittsburgh.
 Preston P. Heller, B. Heller & Co., Inc., Chicago.
 B. H. Little, Hercules Powder Co., Wilmington, Del.
 G. C. O'Brien, Hercules Powder Co., Wilmington, Del.
 G. F. Hogg, Hercules Powder Co., Wilmington, Del.
 Paul Mayfield, Hercules Powder Co., Chicago.
 H. M. Clark, Dr. Hess & Clark, Inc., Ashland, Ohio.
 Paul F. Loris, H. D. Hudson Mfg. Co., Chicago.
 D. P. Lewis, H. D. Hudson Mfg. Co., Chicago.
 J. L. Brenn, Huntington Laboratories, Huntington, Ind.
 S. H. Bell, Koppers Products Co., Inc., Pittsburgh.
 J. H. Carpenter, Koppers Products Co., Inc., Pittsburgh.
 Dr. G. F. Reddish, Lambert Pharmacal Co., St. Louis.
 Dr. Emil Klarman, Lehn & Fink, Inc., Bloomfield, N. J.
 J. C. Armstrong, Lowell Sprayer Co., Lowell, Mich.
 Chas. P. McCormick, McCormick & Co., Inc., Baltimore.

(Turn to Page 100-D)



*For the Soap and
Disinfectant
Industry*

CRESYLIC ACID • CRESOL
 CRESOL U.S.P. • XYLENOL
 TAR ACID OILS • NAPHTHALENE

12
Convenient
Plants

REILLY
 TAR & CHEMICAL CORPORATION

MERCHANTS BANK BUILDING • • • INDIANAPOLIS, IND.
 SEATTLE, WASH. • PROVO, UTAH • MINNEAPOLIS, MINN. • CHICAGO, ILL. •
 GRANITE CITY, ILL. • INDIANAPOLIS, IND. • DOVER, OHIO • FAIRMONT, W. VA.
 • NEWARK, N. J. • NORFOLK, VA. • CHATTANOOGA, TENN. • MOBILE, ALA.



Although **LETHANE 384** is the most economical insecticide in terms of cost per unit of effectiveness, we have always preferred to emphasize its merits rather than its price. Through its use you can be assured of greater all-round effectiveness than is afforded by any other insecticide. The use of LETHANE 384 will make your insecticide much more than just another "fly spray."

FLIES. The speed with which LETHANE 384 paralyzes flies and the small percentage of recovery are well known to all users of this product and never fail to impress consumers of insecticides made from it.

MOSQUITOES. These summer pests are kept under easy control by LETHANE 384 and it has the distinct advantage of repelling them from areas or premises which have been sprayed.

COCKROACHES. Contact sprays probably do not afford the best means for destroying these insects but LETHANE 384 is better than other contact sprays because it possesses the unusual property of bringing them into the open where the spray can reach and kill them.

MOTHS. Although pyrethrum sprays will kill moths if they are hit, such sprays give no further protection against the inroads of this insect. LETHANE 384, on the other hand, will kill moths, their larvae and their eggs and it also protects against attack for some weeks after spraying woolen materials which have been sprayed.

BED BUGS. Sprayed or injected into the crevices which these bugs inhabit, LETHANE 384 can be depended upon to eliminate the pest.

OTHER INSECTS. The effectiveness of LETHANE 384 against most other household pests is as marked as it is against those mentioned here and we shall be glad to give any further specific information which you may require.

RÖHM & HAAS Co., Inc.

222 West Washington Square

Philadelphia, Pa.

INCREASING DISINFECTANT SALES

(From Page 83)

out of it. He preferred to remain in the raw materials business. There is a group of chemical manufacturers making a line of specialty products for these mills. Efforts to sell "X" to the chemical manufacturers resulted in a fair amount of business, but not what it should be. Then the manufacturer put one salesman into the field calling on the mills, but it was first explained to the chemical manufacturers that this salesman would visit the mills and occupy a neutral position and that his duty would be more or less that of a missionary. He talked compounds containing "X" and whoever was interested was submitted a list of those chemical manufacturers buying the raw material "X." Sales letters were sent periodically to the mills by the raw materials manufacturer in the interest of the chemical manufacturers, and the manufacturer of "X" advertised the "X" compounds made by the chemical manufacturers. The increase in sales of "X" was astonishing.

LET us start with the raw material manufacturer. Suppose I am making labels and want to sell more labels to the disinfectant manufacturers. Apparently there are only two ways in which I can do this. One way is to take some business now handled by one of my competitors. The other way is to not disturb the existing market but to open up an additional market where two labels will be used by the ultimate consumers where only one was used before—or five where four were used before. If there is sufficient margin of profit in labels to spend some of it in development work. If I choose the latter course, then I will have to do something about it for the disinfectant manufacturer and for the jobber and the dealer and go right on down to the consumer—not all the consumers because that would be too costly, but there is a tremendous amount of work that can be done with many consumers or prospective consumers.

Everyone along the line should be able to help me sell more labels, providing I am willing to do my share of the work. This need not require a large expenditure of money. It does not involve advertising to the one hundred twenty million people in the United States. Any effort at all, if it is only \$100.00 worth, is a gesture in the right direction of increased sales. Expenditures can be whatever the label manufacturer desires them and, of course, the results will be in proportion to his expenditures. If I were a label manufacturer and would assist all the disinfectant manufacturers in their sales to jobbers, and would assist the jobber to sell to his trade and increase his business by sales development work, then, of course, I would be opening up new channels for the jobber, the disinfectant manufacturer and myself. It would not make any difference to me what disinfectants, deodorants, etc., I advertised to the jobber and the consumer so long as labels were being used. As a label manufacturer, I might advertise cattle sprays, or deodorants, or any kind of disinfectants, if the label I was making was not of any particular interest to the consumer, nor did it have any strong selling points.

I am not in the business of making or selling labels but selected that item as one that might be usually thought of as somewhat far removed from any assistance that might be given to the disinfectant manufacturers and jobbers. What I have said about labels will apply to everything else sold to the disinfectant manufacturer.

After we have talked about the "quality and uniformity" of our products for a few years, we are inclined to think it is a hackneyed expression. Nevertheless, people still buy things when it is impressed upon them that what they are buying is merchandise of quality and uniformity. We hear so much about circulars and circular letters that we are apt to think that this is just so much more sales talk that has become hackneyed, and are inclined not to pay very much attention.

DISINFECTANTS

Coal-Tar

Pine Oil

Cresol

A Seasonal Special

SECTOX

A fly spray with a Kill higher than the code requires, ready for use, priced right, sold only in bulk to the trade. An unusually fine spray product. Test a sample.

*We also wish to call your attention
to our new line of*

Floor Maintenance Materials

Lusterize—A water-emulsion wax which dries hard and glossy without rubbing. Waterproof, odorless, and conforming to all specifications.

All Brite—A high-grade neutral floor soap made especially for cleaning linoleum, rubber and asphalt tile.

Supersan Pine Floor Soap—For general floor scrubbing on terrazzo, tile, wood, and other types where a stronger cleansing action is desired.

Supersan Liquid Polishing Wax—Gives harder and glossier finishes than you have seen heretofore.

Let us send you samples and full information

CHEMICAL COMPOUNDING CORPORATION

262 Huron St.,

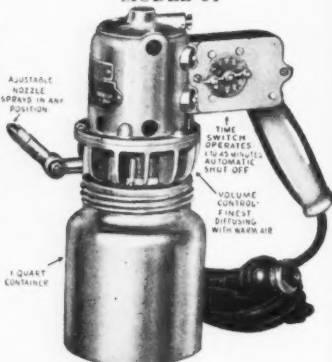
Brooklyn, N. Y.

HERE IT IS!
AUTOMATIC — SAFE — TROUBLE FREE
FINEST CONTROLLED ATOMIZATION
WITH THE NEW

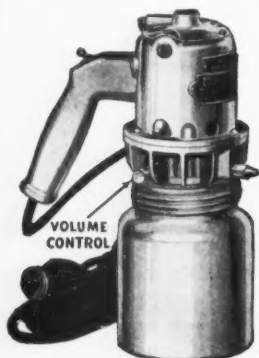
TORNADO ELECTRIC SPRAYER

MODEL 54

Here is the new sprayer you've been looking for. It features an automatic time switch set at any point from 1 to 45 minutes — sprays desired amount without any attention whatever — automatically shuts off. Can also be used for hand spraying. Adjustable nozzle can be set for spraying in any position. Also exclusive volume control adjustment permits spraying one ounce every two to four minutes with either fine or heavy spray. Don't fail to get the facts on this new type sprayer before buying.

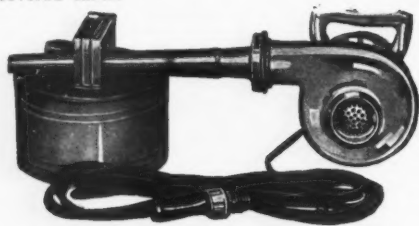
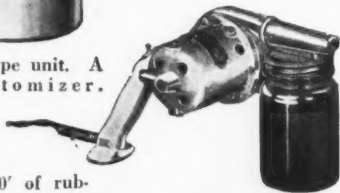


Also Most Complete Line of Electric Sprayers to Enable You to Meet Every Spraying Problem



Model 53 new Compressor Type unit with new adjustable volume control. Will break insecticide into finest mist and gas formation mechanically obtainable. Floats throughout spraying area for many minutes—a truly de luxe model! $\frac{1}{8}$ H.P. G.E. Universal Motor. 1 quart metal container. 20' of rubber covered cable.

Model 50 Fan Type unit. A fine insecticide atomizer. Sprays distance of 8' to 10'. $\frac{1}{8}$ H.P. G.E. Universal Motor, 1 pint glass jar. 20' of rubber covered cable.



Model 6 Fan Type unit. Will break insecticide into a very fine mist. Sprays 18' to 20'. $\frac{1}{3}$ H.P. G.E. Universal Motor. Norma Ball Bearings, 1 gallon metal container. This model is for larger institutions, warehouses, industrial, etc., and is also highly recommended for moth-proofing solutions. Write today for complete description and circulars.

BREUER ELECTRIC MFG. CO.

862 Blackhawk Street

Chicago, Ill.

We do not sell insecticides. Our business is manufacturing sprayers.

SHERWOOD'S DI-BUG KILLS

DI-BUG PYRETHRUM EXTRACTS NO. 20 AND NO. 5 have exceptionally high killing power.

DI-BUG STEAM-O-CIDE is especially effective in steam and electric sprayers.

DI-BUG CATTLE SPRAYS Effective and protective.

DI-BUG INSECTICIDE Unperfumed and perfumed. (Sold in bulk to jobbers only)

DI-BUG PYRETHRUM FLOWERS, Whole, Granular, Fine Powdered.

ALL PYRETHRUM PRODUCTS TESTED BY PEET-GRADY METHOD

DI-BUG SPRAYSENE A petroleum oil refined to practically complete freedom from kerosene odor.

SHERWOOD

PETROLEUM COMPANY, INC.

Bush Terminal - - - Brooklyn, N. Y.

BRANCHES

Chicago, Ill.	Memphis, Tenn.
Detroit, Mich.	Atlanta, Ga.
Boston, Mass.	New Orleans, La.
Philadelphia, Pa.	Birmingham, Ala.

REFINERY—WARREN, PA.

Well-written circulars and circular letters pay for themselves many times over. Years ago a well-known mail-order house was selling two million dollars worth of merchandise a day through catalogs—not a salesman on the road. Whether you can or cannot afford to call or to call often enough to solicit business, circulars and circular letters must play a part in your sales program. Furthermore, they must be mailed systematically—not when someone happens to think about them.

THE raw materials manufacturer can definitely help increase his sales by the following procedure:

1. Visit the jobbers of the disinfectant manufacturers and learn exactly what trade they cater to or should be selling and then advertise to that class of trade for the jobber, write circular letters to that class of trade for the jobber and supply the jobber with appropriate circulars with his name and address imprinted thereon. Leave yourself out of the picture.

2. Write circular letters for the disinfectant manufacturer to his jobbing trade, or consuming trade. Furnish him with circulars imprinted with his name and address and advertise to his jobbing trade for him, and again leave yourself out of the picture.

The raw materials manufacturer should know everything it is possible to learn about the consumers of the product made by the disinfectant manufacturers, and the containers in which these products are packed.

To the disinfectant manufacturer I suggest a much more thorough coverage of the territory in which he operates. From my observation, there is considerable jumping around insofar as solicitation is concerned. Some manufacturers appear to be selling locally within a 100 mile radius and then jump 500 miles to some other field, yet they never thoroughly saturate the radius of 100 miles, or whatever the proper figure representing the radius should be. This is no criticism, of course, but merely a statement of fact. A manufacturer in Louisiana might cover the local trade thoroughly and then jump to Syracuse, New York or Kansas City, apparently without any reason excepting that some business developed by mail in this far-off territory. In any event, it is worthwhile for us to check up and see what we are missing locally or in a 100 mile radius and then gradually go beyond that radius before jumping too far afield, unless there is some very good reason for doing so.

I believe it is customary for the disinfectant manufacturer to ship most of his disinfectant in bulk,—in barrels—to his jobbing trade. Each manufacturer has his own brand name and each jobber has his brand name when he packs in cans from bulk. This means that there are dozens, or perhaps hundreds, of different brand names for the same material. It would be rather difficult for raw material manufacturers to give the disinfectant manufacturer and the jobber the right kind of national cooperation with so many different brands on the market. If it could be shown to the disinfectant manufacturer and to the jobber that cooperation all along the line might be expected or could be given if only one brand name or even half a dozen were adopted, a much more satisfactory condition should exist. Suppose the manufacturers of raw materials banded together to open up new markets for the jobbers and the disinfectant manufacturers, and expressed a willingness to cooperate in national advertising—how would it be possible to advertise the hundred and one different brands to the public—or to industrial users, if it were not desired to go as far as the public?

In order to bring about a real merchandising plan, disinfectant manufacturers might consider putting their disinfectants into neat, small packages instead of in barrels or drums, and selling in these small packages to the jobbers. Even if the average disinfectant jobber is not interested in buying in small packages, there is a tremendous outlet available through the hardware, grocery and drug jobbers. Twenty-four people out of thirty-six said they would go to a drug store for a household disin-

WHY YOU CAN BE SURE with COAL TAR PRODUCTS FROM KOPPERS

1. KOPPERS IS ONE OF THE TWO LARGEST PRODUCERS OF COAL IN THE UNITED STATES

This has given Koppers a thorough knowledge of the coals from which tar products are produced.

2. KOPPERS BUILT OVER 75% OF ALL THE BY-PRODUCT OVENS IN THE UNITED STATES

This has made Koppers more familiar than any other organization with the processes of tar production.

3. KOPPERS IS ONE OF THE THREE LARGEST PRODUCERS OF CRUDE TAR IN THE UNITED STATES

This has kept it in intimate daily contact with the practical side of the production of coal tars and their products.

DEPEND ON
KOPPERS
FOR COAL TAR
PRODUCTS

TAR ACIDS
CRESOL, U. S. P.
PHENOLS
CRESYLIC ACID
98% to 100% STRAW COLOR
TAR ACID OILS
NEUTRAL HYDROCARBON OIL

KOPPERS PRODUCTS COMPANY

KOPPERS BUILDING
PITTSBURGH, PA.

Bulk Polishes

Specially Formulated for All Purposes

In a complete line of polishes for the jobbing trade we feature our liquid metal polish—absolutely non-separating. Jobbers everywhere are building repeat business with this new product. A sample will tell you why. Other bulk polishes include paste polishes for silver, emulsion type polishes for furniture, automobiles and glass, etc. What are your needs?

Other Specialties for Jobbers Include

SOAP BASE

Six Point Soap Base—made from highest grade materials, high soap content, readily soluble, neutral, maximum lather and variety of shades and odors.

DISINFECTANTS

Both soluble and emulsion type coal tar disinfectants with coefficients of from 2 to 50. We also supply high quality pine oil disinfectants.

FERGUSSON LABORATORIES

24 OREGON AVENUE
PHILADELPHIA, PA.



Div. of Alex C. Fergusson Co.
Established 1855

Our Products Guaranteed to Test and Quality

DOBBINS *high pressure* CHEMICAL SPRAYERS



No. 35—3 qt. Capacity
No. 30—1½ gal. Capacity

We also manufacture other
Sprayers,
Sanitary Chemical Closets,
Mop Wringers,
and other metal specialties.

Controlled Atomization!

IT DOESN'T PAY TO TRUST TO LUCK.

If your product requires a sprayer for dispensing or application, the selection of the sprayer is of utmost importance to you.

Your success or failure in business depends largely on the effectiveness of your product.

PROPER ATOMIZATION is most essential to the effectiveness of Insecticides, Disinfectants, and Germicides.

CONTROLLED ATOMIZATION, through air regulator, is an exclusive patented feature of Dobbins high pressure Chemical Sprayers.

THE NOZZLE has a wide range of adjustment, from a forceful, penetrating spray, to a medium mist, or a fine floating fog, with in between variations by a slight turn of the air control valve.

DOBBINS Sprayers will solve your spray problems.



No. 10—1½ gal. Capacity.
A New Chemical Sprayer
with Air Regulator and
Volume Control

DOBBINS MANUFACTURING COMPANY

NORTH ST. PAUL
MINNESOTA

PORTLAND
OREGON

Write for complete catalog and price list.

fectant. Have the disinfectant manufacturers concentrated on the drug jobber? We know the disinfectant manufacturers sell to drug jobbers but just how strong has been the solicitation of this evidently valuable business? I believe there has been practically nothing done with hardware and grocery jobbers, yet within the past several years the hardware jobbers have been looking for many additional items to replace those that have been found unprofitable over the years, or those items some manufacturers have decided to sell direct to the dealers instead of through the jobbers. There are 7,500 salesmen employed by the hardware jobbers in the United States. Here again the raw material manufacturer can be of assistance by circularizing the hardware jobbing trade by mail and personal visits. The disinfectant jobber may not like this at first, but eventually he will. The more people talking about disinfectants the greater the business will be. It is difficult for the average jobber to see this, but it happens just the same. Salesmen of drug, hardware and grocery jobbers reach far into the country with their personal visits, and they can very easily develop a tremendous amount of new business for the disinfectant manufacturer and in turn the regular disinfectant jobber feels the increase in his own business because of the personal sales work being done by many other people.

Let us assume that all of us—raw material suppliers and disinfectant and insecticide manufacturers—can interest a total of only one hundred drug, hardware and grocery jobbers to handle small packages of disinfectants, cattle sprays, deodorants, etc. If we estimate an average of twenty salesmen employed by each of these one hundred jobbers, we will have 2,000 more salesmen making visits to the trade in the interest of these products. The salesmen of these jobbers rave a lot of things to sell, but if they talk disinfectants only once a week, they will make 100,000 contacts per year beyond the number of solicitations and discussions taking place without these particular jobbers.

The right spirit of cooperation under the plans suggested between the association member manufacturers of raw materials and disinfectants will unquestionably bring about large increases of business for all concerned.

DISINFECTANT SOAPS

Since crude cresol gives clear solutions only in combination with soap, it is usually mixed in equal proportions with potassium soap. For concentrations under 0.6 per cent, aqueous formalin soap preparations have a shorter period of activity than aqueous solutions of cresol soap preparations. For higher concentrations, cresol soap preparations have the shorter period of activity; formalin a more prolonged action. Only formalin solutions are suitable for the disinfection of anthrax spores. Most of the commercial cresol soap preparations have the same degree of disinfectant action, while formalin solutions possess activity in proportion to their content of formaldehyde. Monsoin. *Seifen-, Oel. und Fettind.* 20, 143 (1934).

Soap solutions in a dilution of 1 to 2000 are 100 per cent toxic to mosquito larvae. This treatment is particularly suitable for use in stagnant water, where oil cannot be used on account of the danger of fire. *Drog-Fachblatt* 18, 6 (1934).

Derris, Inc., New York, recently introduced "Tick" insect dust.

July, 1934

Say you saw it in SOAP!



M M & R NATURAL ESSENTIAL OILS

Always Dependable

SANDALWOOD E.I. U.S.P.

PATCHOULY SELECT

LAVENDER FLOWERS

GERANIUM ROSE

BERGAMOT ITALIAN

CASSIA

LEMON GRASS

CEDAR LEAF

CEDAR WOOD, ETC.

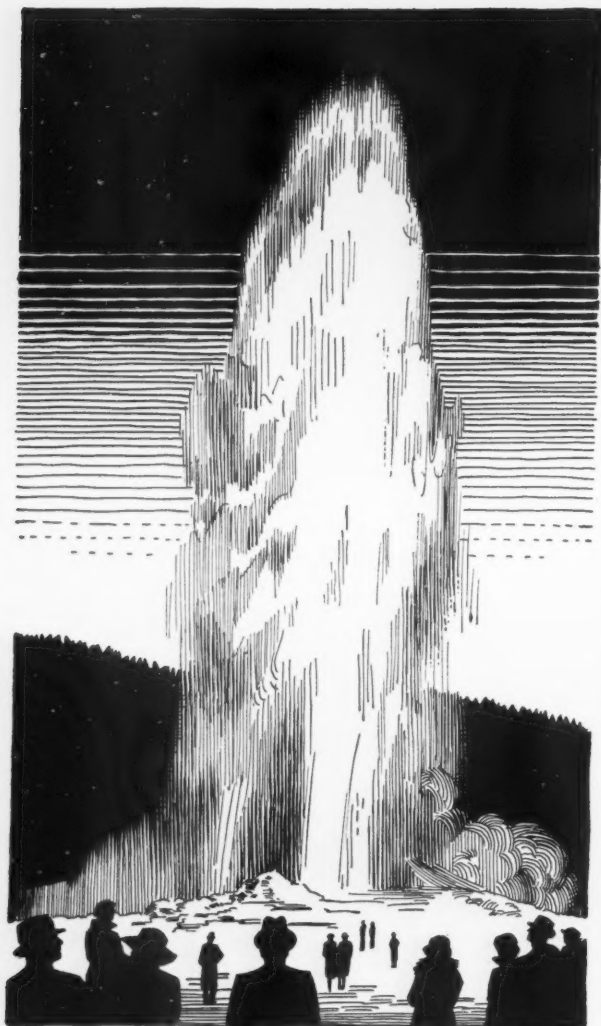
Complete Stocks Ready for Immediate Delivery

ANDRO
The Finest and Most Economical Citronella Substitute Obtainable. Have You Tried It?

MAGNUS MABEE & REYNARD, INC.
Essential Oils

32 CLIFF STREET

NEW YORK



DEPENDABLE year in and year out

- PYRETHROL 20 is a superior concentrate standardized to contain not less than 2.15 grams of pyrethrins per 100 c.c. Made with a petroleum oil refined to complete freedom from kerosene odor.
- PYRETHRUM-ROTENONE CONCENTRATE contains pyrethrins and rotenone in the proper ratio, where rotenone is in solution and will remain in solution when diluted.
- THE FINEST PYRETHRUM POWDER available with a known high pyrethrin content, milled under temperature controlled conditions.
- DERRIS EXTRACT containing 5.0 grams of rotenone per 100 c.c. plus the other toxic derivatives of derris root.
- DERRIS RESINATE containing 25% rotenone and 75% active resins.
- ROTENONE CRYSTALS as solvate—71% rotenone.
- DERRIS POWDER STANDARDIZED—containing 4% rotenone.
- ROTENONE TECHNICAL and C. P.

McCORMICK and COMPANY, INC., BALTIMORE, MD.
Standardized Pyrethrum and Derris Products

PYRETHROL 20

Reach the Big School Market with FEDERAL FLOOR PRODUCTS

Now is the time to go after this big field for business. Don't let any lack of knowledge of the Federal line hinder you. We help you. We tell you just what to recommend for every surface and assist you in every way to get in on the school business.

Distributors of Federal Specialized Floor Finishes and Polishes are remarkably successful in serving this vast school market because Federal is the only manufacturer equipped to give them the right product for the right surface. Federal makes sure that every distributor has the necessary knowledge and information about its products to be of real service to school executives, recommending authentic treatments for every type of floor developed after years of scientific research and rigid testing by Federal chemists.

Federal is the only manufacturer offering you a complete line of specialized preservatives and polishes for every floor surface with its entire technical staff working only on these types of finishes. Such well known products as Mop-Var, Lightning Lustre, No Burn Gym Finish and many others have come out of this famous laboratory. Gym Finish Concentrated Base Colors in seven beautiful and practical shades is the latest achievement of Federal chemists.

You need Federal Floor Products to reach the big school market successfully.

Let us tell you how to cash in on this opportunity for more sales and greater profits.

FEDERAL VARNISH CO.
337 So. Peoria St. Chicago, Ill.

DERRIS IN INSECTICIDE DUSTS

That the dilution of powdered derris root in finished insecticide dusts should not be carried below the point where the rotenone content is 0.5 per cent, is maintained in an issue of *Derris Developments*, put out by W. Benkert & Co., New York. The latest issue is given over to a discussion of the composition of derris dusts and the considerations involved in the selection and proportion of materials used in dust manufacture. Regarding the correct dilution of derris in dusts, they state: "It must be clearly understood, however, that there is an important distinction between the maximum extent to which dilution can be carried and the extent to which it is wise to dilute the derris in a commercial dust. Some allowance must be made for the fact that the conditions under which the dusts are applied may not be favorable and the operator may be unskilled or careless."

"Obviously, in deciding upon a formula for a finished dust, some margin of safety should be allowed, although there may be a difference of opinion as to how great it should be. Our original recommendation, which we have not altered, was for a finished dust containing 0.75% rotenone, although we agree that a slightly lower concentration may be entirely satisfactory."

On the subject of judging derris root on the basis of total extractives as well as rotenone content, the issue says, in part: "The importance of judging derris and derris insecticides by the percentage of total extractives, as well as by the rotenone content, lies in the fact that some of the other constituents of the derris are of unquestionable insecticidal value. Consequently, of two products containing the same amount of rotenone, the one showing the higher proportion of total extractives will be the more valuable and the more active."

Breuer Electric Mfg. Co., Chicago, announces the development of a new heavy duty industrial vacuum cleaner, the Tornado model No. 112. A special feature of this new light weight but powerful machine is an observation glass which allows the operator to watch the dirt being removed while cleaning. With this equipment, the makers also offer standard attachments for cleaning machinery, motors, pipes, walls, floors, furnaces, boilers, etc. The motor unit can be removed for use as a blower.

A spray containing 1 pound of powdered pyrethrum flowers in one gallon of highly refined kerosene containing a low proportion of unsaturated hydrocarbons has been found effective for the control of "lygus" and "antestia." The pyrethrum was grown in Kenya and contained 1.5 per cent total pyrethrins and 0.7 per cent pyrethrin I. Excellent control of the coffee capsid bug and antestia on coffee bushes is obtained. Richard Le Pelley. *Kenya Colony Dept. Agr. Bull.* 1932, No. 22.

Gleam Products Corp., Bronx, N. Y., has recently occupied new quarters at 2630 Park Ave.

WARN ON MERCURY LABELING

A warning on the labeling of disinfectants and antiseptics containing mercury derivatives has been issued by the Food and Drug Administration of the Department of Agriculture. It states in part:

"An examination of the labeling of mercury preparations recommended as antiseptics and disinfectants has revealed serious misbranding. Mercury bichloride and certain other mercury compounds are effective at high dilution against *E. typhi* (*B. typhosus*), but, as usually recommended, fail to kill the common pus-forming organism, *Staphylococcus aureus*. Actually a solution of mercury bichloride as strong as 1 per cent does not kill this organism in 5 minutes at room temperature. Mercury preparations inhibit the growth of *Staphylococcus aureus* in high dilution and in older methods of testing this inhibition has been wrongly interpreted as killing. This has been discussed and proper technique for testing indicated by Shipper (*American Journal of Public Health*, Vol. 18, page 1231, 1928) and by Ruehle and Brewer (*U. S. Department of Agriculture Circular No. 198*, pages 7-8, 1931).

"This property of mercury compounds must be taken into consideration when they are recommended for use in such preparations as germicidal soaps, disinfectants for surgical instruments and similar products. For such uses they must be capable of actually killing *Staphylococcus aureus* at the dilution and in the period of time for which they are intended to be employed. The Administration is prepared to take legal action against manufacturers of such products which bear unwarranted claims."

A charter has recently been adopted by the Exterminators and Fumigators Service Men's Union of Chicago. This union which is affiliated with the American Federation of Labor and Chicago Federation of Labor, was formed to encourage standard wages and working conditions for exterminator employees. Gerald Brookstraw is secretary for the new union which has held several meetings at 1134 N. Western Avenue. Thirty dollars a week has been set as minimum salary for service men and those furnishing their own cars are allowed ten dollars a week expenses. Four large exterminating houses in Chicago have agreed to employ no one but union men.

James Nelson, twelve-year old son of Henry Nelson, Chemical Supply Co., Cleveland, operates the Nelson Printing Co., doing job printing of all kinds. He operates under the Blue Eagle, of course.

Cando Corporation, 25 Thorndike St., Cambridge, Mass., is introducing a new metal polish. The company has been producing "Cando" silver polish for over seventy years.

American Insecticide Co., formerly located at 1060 Broad St., Newark, is now at 965 Broad St.

New Products and Packages



Amphyl is the new Lehn & Fink germicide. Stated to be a concentrate of synthetic alkyl and halogen phenol derivatives,—also non-irritant and non-poisonous. Phenol coefficient by F.D.A.

Method is stated to be five.



Cyanogas Ant Killer is a new product of American Cyanamid & Chemical Corp., New York. It is a free flowing calcium cyanide which is poured into the nests and runways direct from the special can. Sold in four-ounce cans with a retail price of 30c per can,—packed 12 cans in an attractive carton. The dealer price is \$2.40 per carton of 12 cans. Can by Continental.



Dethol, one of the oldest liquid insecticides on the American market, redesigns its can in the modern manner. The old round can and the new oblong container are shown herewith. The red, yellow and black color combination is retained in the new can. Made by Dethol Manufacturing Company of Washington, D. C. Container by Continental.

SOAP CODE INTERPRETATIONS

(From Page 32)

with the effective date, and each 26-weeks period thereafter until the expiration of this Code or of the Act."

Under this definition there is no choice but to interpret the term "six months period" wherever used in this Code as meaning the 26 weeks from Monday, November 13, 1933 (the date the Code became effective) to Sunday, May 13, 1934, inclusive; then the 26 weeks from Monday, May 14th, 1934 to Sunday, November 11, 1934; then the 26 weeks from Monday, November 12, 1934 to Sunday, May 12, 1935; and so on, during the life of the Code. For Code purposes, including the averaging of working hours and the making of compliance reports, it would not be administratively feasible to have different six months' period for different employees. For each employee the average working hours per week in any six months' period must be the average for the 26 weeks defined in the Code, or for such part thereof as he was on your payroll. This is true both for permanent and temporary workers.

FACTS: We are soap manufacturers and operate a number of motor trucks. None of these trucks is for hire. All of them are used to haul our merchandise to and from our customers. Under the Soap and Glycerine Code we are permitted to work our truck drivers and helpers an average of 44 hours per week in a six months' period, and not more than 48 hours in any calendar week, and of course, are compelled to pay them not less than $1\frac{1}{4}$ the regular hourly rate if they work in excess of eight hours in any twenty-four hour period, or in excess of 40 hours in any calendar week. We understand that under the Trucking Code drivers and helpers are permitted to work as much as 108 hours in a consecutive two-week period, and are paid the overtime rate only when they work more than 48 hours in any one week.

QUESTION: Are we permitted to work our truck drivers and their helpers under the Trucking Code instead of the Soap and Glycerine Code?

ANSWER: Insofar as your trucks are operated as a part of your business of manufacturing and selling soap, soap products or glycerine, you are required to adhere strictly to the hour and wage provisions of the Code of Fair Competition for the Soap and Glycerine Manufacturing Industry. The Trucking Code applies to vehicles not for hire only when they are operated by an employer in any industry which does not have an approved NRA Code of Fair Competition.

FACTS: We are applying to the State Labor Commission for a certificate which will permit us to pay a sub-standard handicapped employee a lesser wage than the minimum provided in the Soap and Glycerine Code.

QUESTION: Does the NRA regulation requiring that an official copy of any order modifying the code labor provisions must be posted in connection with the official code labor posters, mean that we must post the certificate covering the sub-standard employee in connection with the regular code labor posters?

ANSWER: No. Certificates of this character, which relate to specified individuals need not be posted. Such procedure would be unnecessarily embarrassing to the individual concerned, and as the certificate is not issued by the Code Authority or the NRA, it does not come strictly within the class of modifying orders intended to be covered by the regulations. Attention is called, however, to the fact that you must report monthly to the Code Authority of the Soap and Glycerine Manufacturing Industry, 386 Fourth Avenue, New York, N. Y., a list of the handicapped workers employed by you, showing for each employee named (a) actual wages paid,

and (b) the actual hours worked, including the maximum hours worked in any one week, and the maximum hours worked in any one day, as required in the original interpretations on this subject.

FACTS: We engage principally in the business of reclaiming glycerine from old waste printers' roller composition. Occasionally, when the market is favorable, we purchase and refine quantities of crude glycerine but the major share of our production comes from old printers' roller scrap.

QUESTION: May we accept and operate under the Soap and Glycerine Code?

ANSWER: The Soap and Glycerine Code covers the "manufacture" in Continental United States of "glycerine which is a by-product of the saponification industries." There can be no question that you are subject to this Code insofar as you manufacture refined glycerine from the crude glycerine you purchase. If your operations in reclaiming glycerine from printers' roller scrap involve any phase of manufacture, such as refining the reclaimed glycerine, then you are entitled to operate under the provisions of the Soap and Glycerine Code in this branch of your business.

FACTS: An employee in a plant engaged in the manufacture of soaps, disinfectants, etc., works on a number of small vats and tanks. At one time during the day he may be working on a tank of pine tar disinfectant and later in the day will work over a tank of soap.

QUESTION: To what extent must the employer keep a record of such a worker's time in order to comply with any requirements made by the Code Authority for statistical reports as authorized by Article VI, Paragraph D, Section 1 of the Code of Fair Competition for the Soap and Glycerine Manufacturing Industry?

ANSWER: It is recommended that the manufacturer be required to keep an adequate record of hours and wages of every employee, just as he would be required to do if he were subject to only one Code. For compliance purposes, he should be able to certify, when requested, the maximum hours and minimum wages of every employee engaged in the manufacture of soap, soap products, or glycerine, as well as similar information relating to the manufacture of products coming under any Code. For statistical purposes, he should be able, when requested, to give factual information or close estimates on such matters concerning the production of soap, soap products or glycerine as total hours worked by all employees, total wages paid, volume produced, value of production, etc. He should also be able to give similar facts, when requested, concerning the production of all other products he makes.

It is not the desire of the NRA to impose on any manufacturer an unnecessary burden in keeping statistical records. Every manufacturer of soap products, however, should keep sufficient records to show at any time whether employees who are entitled to the benefits of the Code of Fair Competition for the Soap and Glycerine Manufacturing Industry are receiving such benefits and that the manufacturer is not imposing on employees who are engaged in any way in the manufacture of soap or glycerine lower standards than provided in the Industry's Code.

Among numerous wet-spray and dusting materials examined as deterrents for *Thrips imaginis* Bagnall, a pyrethrum-sulfur dust was the most effective, retaining its repellent action for two days. Nicotine dust, lime suspension, and a lime-sulfur-resin spray are of no value against thrips. J. W. Evans. *J. Council Sci. Ind. Research*. 6, 99-102 (1933).

THE OIL SOAP INDUSTRY

(From Page 23)

these soaps are filtered until they are very attractive in appearance. Some of the additions mentioned above have a thickening action which gives these soaps at least the appearance of truly economical detergents. In the same class are the various jelly soaps, except that a true gel consistency has been achieved,—rather than a mere syrupy consistency,—either by increasing the soap content, or by using more of the carbonate or other thickener. The use of carbonate does, of course, bring about a definite increase in detergency.

These are old-fashioned soaps and there is little that can be said in praise of them, but every soapmaker in whom there is even a touch of sentiment feels something of bereavement at their passing. The truth is, however, that they cannot last long, except possibly for purely local sale by small community enterprises, because they offer almost nothing of economy, and only part of the usual advantages of oil soaps.

A paragraph might be devoted to another interesting soap,—the so-called "waterless" soap. The name, of course, springs from the fact that this soap can be used without water, simply by wiping it onto the dirty surface and then rubbing off soap and dirt together. This is made possible by the fact that this soap contains a very high water content, sometimes approaching 85 per cent. The remainder is a tallow and coconut oil soap chip dissolved in water (or its directly manufactured equivalent), and one or more of the following:—soda ash, sodium silicate, sodium oxalate or oxalic acid, diatomaceous earth, and like materials, along with any desired perfume and color. Sale of this soap is almost entirely in five-pound pails, in which form it is merchandised mostly to the retail trade through usual outlets.

Strangest of all is the plan of several free lance salesmen who go about the country selling to bulk oil soap users a formula by which they are enabled to manufacture in a barrel in the back room a soap somewhat similar to this waterless soap. One formula which the writer has seen is a marvel of intricacy, containing such apparently irreconcilable ingredients as pearl ash, pure glycerine, carbon tetrachloride, gasoline, sal soda, ammonia, nitrobenzol, and many others which it would never occur to the average practical soapmaker to incorporate in one barrel of soap. Filling one's soap requirements in this ultimately simple manner, however, has never become widely popular.

The manufacturer of "Nacto Cleaner," a fabric cleaning liquid, has been charged by the Federal Trade Commission with misrepresenting the efficacy of this product.

Pepsodent Co., Chicago, announces the appointment of Linn T. Piper as sales manager. He was formerly assistant to the president of the O'Cedar Corp., Chicago.

TREATMENT FOR SHEEP TICK

The use of creosote dip solutions and also the dusting in of sodium fluoride is recommended for the eradication of sheep tick and sheep lice by Z. A. Massey of the Georgia Experiment Station at Experiment, Ga., a branch of the university system of Georgia. He states in part:

"Sheep are more likely to suffer severely from external parasites than are other farm livestock. In Georgia many sheep are heavily infested with the sheep tick and the red-headed sheep louse. The damage from these two parasites is usually heaviest among lambs and young animals. Results at the Georgia Experiment Station show that dipping sheep twice, 16 to 18 days apart, in a standard creosote dip solution will eradicate ticks. The solution kills the ticks but not their eggs. For this reason the second dipping is necessary so as to destroy young ticks that hatch out after the first dipping. The first dipping may be given immediately after shearing as less dip will be required then and any cuts from clipping will be disinfected. Ewes and lambs should be dipped separately on a warm day and should be dry by night. Do not dip when sheep are hot or exhausted. Give them all the water they want before dipping so that they will not be tempted to drink the dip solution.

"Dipping twice in creosote solution, as recommended for the sheep tick, will also control the red-headed sheep louse. It is necessary to dip twice, 14 to 16 days apart, to completely destroy the lice. Or they can be eradicated by dusting sodium fluoride powder into the wool. One application will be sufficient if it penetrates to the skin."

Cedar wood oil, cedar leaf oil, naphthalene and paradichlorobenzene do not act as repellents of the adult webbing clothes moth. Paradichlorobenzene also fails to repel adult tapestry moths. Tests with numerous proprietary preparations containing one or more of these ingredients gave the same results. Samuel C. Billings. *J. Econ. Entomology* 27, 401-5 (1934).

REGISTRATION AT CHICAGO

(From Page 93)

Dr. A. E. Badertscher, McCormick & Co., Inc., Baltimore.

G. A. McLaughlin, McLaughlin, Gormley, King Co., Minneapolis.

Ira P. MacNair, MacNair-Dorland Company, New York.

Grant Dorland, MacNair-Dorland Company, New York.

W. E. Dorland, MacNair-Dorland Company, New York.

Thos. Morgan, MacNair-Dorland Company, Chicago.

Walter S. McCloud, W. B. McCloud & Co., Chicago.

P. C. Magnus, Magnus, Mabee & Reynard, Inc., New York.

C. R. Webber, Magnus, Mabee & Reynard, Inc., New York.

G. A. Cammerer, Magnus, Mabee & Reynard, Inc., Chicago.

J. H. DeLacey, Metal Package Corp. of N. Y., Baltimore.

Peter Dougan, Merck & Co., Inc., Rahway, N. J.

Geo. L. Hockenyos, Monsanto Chemical Works, St. Louis.

M. V. Pennal, Monsanto Chemical Works, Chicago.

R. E. Sturhahn, Monsanto Chemical Works, St. Louis.

C. H. Sterrett, Edgar A. Murray Co., Detroit.

John Duncan, Jr., Owens-Illinois Glass Co., Toledo, Ohio.
 Smith Rairdon, Owens-Illinois Glass Co., Toledo, Ohio.
 J. Frederick Palmer, Palmer Products, Inc., Waukesha,
 Wis.

Dr. H. D. Pease, Pease Laboratories, Inc., New York.
 S. B. Penick, S. B. Penick & Co., New York.
 Dr. Thos. Lewis, S. B. Penick & Co., New York.
 C. M. Black, S. B. Penick & Co., Chicago.
 Robt. E. Spline, William Peterman, Inc., New York.
 W. O. Plunkett, Plunkett Chemical Co., Chicago.
 R. M. Lord, Plunkett Chemical Co., Chicago.
 John Powell, John Powell & Co., Inc., New York.
 Dr. A. Weed, John Powell & Co., Inc., New York.
 Henry J. Ahles, John Powell & Co., Inc., Chicago.
 M. Zaban, Puritan Chemical Co., Atlanta.
 R. C. Quortrup, The Barrett Co., New York.
 L. W. Miller, The Barrett Co., New York.
 W. G. Hirschfield, Reilly Tar & Chemical Corp., New
 York.

C. J. Romieux, Reilly Tar & Chemical Corp., Chicago.
 J. L. Tildsley, Reilly Tar & Chemical Corp., Chicago.
 W. J. Dunnican, Reilly Tar & Chemical Corp., Chicago.
 H. O. Moburg, Rex Research, Inc., Toledo.
 E. H. Rude, Rex Research, Inc., Toledo.
 J. E. Armstrong, Rex Research, Inc., Toledo.
 W. B. Eddy, Rochester Germicide Co., Rochester, N. Y.
 Dr. C. H. Peet, The Rohm & Haas Co., Inc., Philadel-
 phia.

K. L. Jopke, The Rohm & Haas Co., Inc., Philadelphia.
 S. S. Selig, The S. S. Selig Company, Atlanta.
 Albert Selig, The S. S. Selig Company, Atlanta.
 W. J. Andree, Sinclair Refining Co., New York.
 Wm. Bohlen, Sinclair Refining Co., New York.
 N. J. Gothard, Sinclair Refining Co., Chicago.
 F. O. Huckins, Sinclair Refining Co., Chicago.
 A. G. Grady, Sinclair Refining Co., E. Chicago, Ind.
 B. G. Philbrick, Skinner & Sherman, Inc., Boston.
 Dr. E. Meyer, L. Sonneborn Sons, Inc., New York.
 John C. Wolke, L. Sonneborn Sons, Inc., New York.
 E. E. Brand, L. Sonneborn Sons, Inc., Chicago.
 W. J. Zick, Stanco, Incorporated, New York.
 F. C. Nelson, Stanco, Incorporated, Roselle, N. J.
 R. O. Cowin, Standard Oil Co. of Ohio, Cleveland.
 J. G. Hamming, Standard Oil Co. of Indiana, Chicago.
 Jas. A. Green, Standard Oil Co. of Indiana, Chicago.
 E. E. Folin, Standard Oil Co. of Indiana, Chicago.
 W. J. Wagner, The Tanglefoot Co., Grand Rapids, Mich.
 M. T. Berry, The Tanglefoot Co., Grand Rapids, Mich.
 E. M. Tysdal, Ungerer & Co., New York.
 V. W. Mider, United States Chemical Co., Greenville, O.
 A. L. van Ameringen, van Ameringen-Haebler, Inc.,
 New York.

Wm. F. Pollnow, Vestal Chemical Co., St. Louis.
 M. M. Marcuse, West Disinfecting Co., New York.
 Jas. E. Marcuse, West Disinfecting Co., New York.
 R. O. Jackson, West Disinfecting Co., Chicago.
 R. M. Fort, West Disinfecting Co., Cleveland.
 Dr. Robert C. White, Robert C. White Co., Philadelphia.
 Mrs. M. S. Bennett, Wilson & Bennett Mfg. Co., Chicago.
 J. C. Bennett, Wilson & Bennett Mfg. Co., Chicago.
 L. D. Benedict, Wizard, Inc., Chicago.
 John H. Wright, Zonite Products Corp., New York.
 Carl A. Seiffe, Zonite Products Corp., Chicago.
 Frank Curran, The Zoro Company, Chicago.
 E. L. Drach, Abbott Laboratories, Chicago.
 Fred Slyder, American Thermos Bottle Co., Chicago.
 W. Jander, Anchor Cap & Closure Corp., New York.
 K. K. LeMay, Anchor Cap & Closure Corp., New York.
 Dr. Jas. K. Stewart, Anderson-Prichard Oil Corp., Chi-
 cago.

D. D. Rubek, Anderson-Prichard Oil Corp., Chicago.
 C. H. Dresser, Anderson-Prichard Oil Corp., Oklahoma
 City, Okla.

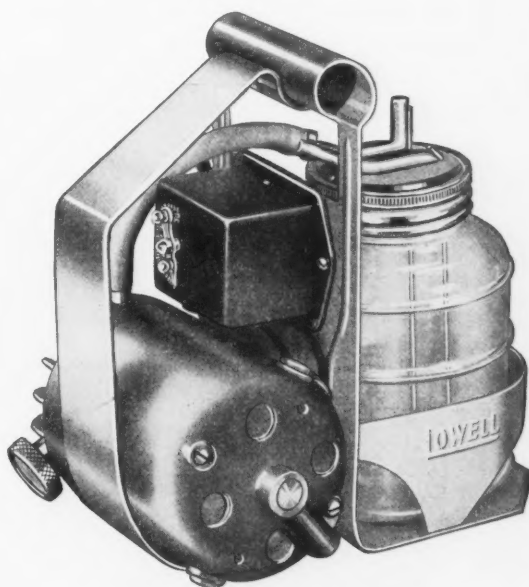
C. M. Gwin, Arwell, Inc., Waukegan, Ill.
 F. E. Cohn, Clean Home Products Corp., Chicago.
 W. K. Wooltze, Clean Home Products Corp., Chicago.
 J. N. G. Siddons, Wm. Cooper & Nephews, Chicago.

LOWELL

ELECTRIC INSECTICIDE VAPORIZER

Plug into Light Socket — Turn on the Power —
 It Is Instantly Ready for Use. Nothing to
 Heat Up — and the Fine Dry Spray
 Instantly Rises in a Cloud of
 Death to Insects.

*Cost of Operation approximately Half that of Steam
 Outfits.*



No. 300 Electric Vaporizer

● **The New, Improved** combination spray head permits the use of either an angle or parallel spray by merely changing the air supply tube to position desired. Portability made easy by carrying handle.

The addition of the convenient pistol grip type handle allows the vaporized contents to be directed into otherwise inaccessible places such as under sinks, into closets and along the mould boards.

Time Switch can be set to any period of time from one to thirty minutes, according to size of room to be treated, and automatically turns off motor at end of period.

Write for Full Particulars to

LOWELL MANUFACTURING COMPANY

Lowell, Michigan, U.S.A.

"SERRID" PRODUCTS of DERRIS ROOT

For Fly Sprays "SERRID" DOUBLE X

A combination Rotenone pyrethrum oil concentrate that will stay in solution,—a decided improvement in the field. Sold on a kill basis as high as 85%. With this base manufacturers may improve their product and lower their costs.

For Agricultural Sprays "SERRID" SUPERSPRAY

A finished concentrated liquid plant spray sold in bulk for repackaging. Highly effective against mealy bug and red spider. Tested and proven by prominent entomologists.

A complete range of Derris products uniform as to qualities, standardized as to Rotenone content, and sold on this basis. Available in large quantities to manufacturers of insecticides.

DERRIS, Inc.

79 WALL STREET, NEW YORK



Powdered Root, standardized, is most effective in household powders. For protection of vegetable and fruit crops, powdered Derris Root is not only efficacious but leaves no poisonous residue.

All You Need for 100% Fumigation Results is in this CAN



You don't have to carry a chemical factory to every fumigation job—take only what you need. Take only a few cans of ZYKLON Discoids to the job. Get through in half the time—and get a better job. No chemicals to mix. No dust

or powder to be gathered up. Standardize on ZYKLON Discoids. You will marvel at their efficiency, cleanliness and convenience.

The new Fumigation Manual tells the whole story. It's Free. Send the coupon to nearest office.

ZYKLON DISCOIDS

Packaged Fumigation

American Cyanamid & Chemical Corporation—Insecticide Division
30 Rockefeller Plaza, New York, N. Y. Dwight Bldg., Kansas City, Mo. Azusa, Calif
Send me free and without obligation the "Handbook of Practical Fumigation with ZYKLON DISCOIDS"

Name _____

Address _____

T. E. McElroy, Wm. Cooper & Nephews, Chicago.
Mr. Reisl, Wm. Cooper & Nephews, Chicago.
M. B. Deutsch, The Electric Sprayit Co., South Bend, Ind.

Bertram Feuer, Bertram Feuer Associates, Chicago.
M. J. Flanagan, Federal Varnish Co., Chicago.
H. Erhart, General Exterminating Co., Louisville, Ky.
R. Lappala, Chris. Hanson Laboratories, Milwaukee.
E. Hirschberg, E. Hirschberg Laboratories, Chicago.
H. L. Kurz, Interstate Sanitation Co., Chicago.
Allen T. Rooch, Interstate Sanitation Co., Chicago.
E. W. Piper, Made-Rite Compound Co., Inc., Chicago.
W. C. Micheel, Micheel Bros., Cleveland.
A. Srebnren, Murray & Nickell Mfg. Co., Chicago.
M. P. Levy, National Disinfectant Co., Dallas.
A. G. Kampmeier, Research Laboratories, Cedar Rapids, Iowa.

John H. Mueller, Research Laboratories, Cedar Rapids, Iowa.

E. F. Sennwald, Sennwald Drug Co., St. Louis.
Sidney Stevens, Sherwin-Williams Co., Chicago.
J. Errington, Sherwin-Williams Co., Chicago.
Rupert E. Harrington, The Shores Company, Cedar Rapids, Iowa.
Wm. J. Finlay, The Shores Company, Cedar Rapids, Iowa.

C. T. Thompson, Thompson, Hayward Co., Kansas City.
Geo. Simmonds, U. S. Sanitary Specialties Co., Chicago.
Frank A. Blair, The Proprietary Ass'n, Washington.
Dr. Foster D. Snell, Brooklyn.
W. J. Claussen, National Ass'n of Credit Men, Chicago.
Philip J. Gray, National Ass'n of Credit Men, Chicago.
Wheeler Sammons, Drug Institute of America, Chicago.
Dr. Joel I. Connolly, Chief, Bureau of Public Health, Chicago.

Homer J. Buckley, Buckley, Dement & Co., Chicago.
J. H. Lawson, Federal Varnish Co., Chicago.
R. J. Davis, Hibbard, Spencer, Bartlett & Co., Chicago.

Ray Schlotterer, New York Board of Trade, New York.
Capt. J. F. Battley, Deputy Administrator, NRA, Washington.

M. M. Shipman, Assistant Counsel, NRA, Washington.
Dr. C. C. McDonnell, U. S. Dept. Agriculture, Food & Drug Administration, Washington.

K. J. Fancier, Oil, Paint & Drug Reporter, Chicago.
Clarence J. Copeland, Drug Trade News, Chicago.
P. J. Mandalbach, National Drug Clerk, Chicago.

EDITORIAL

(From Page 79)

gerous. Sometimes these reports instigate drastic restrictive laws among well-meaning but ignorant legislative bodies. Once in a while, they are the basis for lawsuits against manufacturers for real or imaginary injuries. But of the thousands of cases of sensitivity to various substances, both internally and externally, we wonder where fly sprays come on the list. Think of all the common things to which no end of people are sensitive,—which cause a definite dermatitis, or bronchitis, or asthma, — strawberries, cat and dog dander, pollens, eggs, fish, and what not. And then people get excited over a few isolated cases where the blame is placed on a fly-spray or some other insecticide. In the present maze of medical uncertainty on the subject, even these cases may in fact originate from other causes.

INSECTICIDES

HOUSEHOLD FLY SPRAYS
MOTH SPRAYS
PERFUMED INSECTICIDE
LIQUID INSECTICIDE
SPECIAL PHENOL INSECTICIDE
XYZ INSECTICIDE
POULTRY LICE OIL
DARK AND LIGHT COLORED
CATTLE SPRAYS
PINE CATTLE SPRAY
ETC.

CLEANING COMPOUNDS

PINOLAVE—MAGIC CLEANER
PINE SCRUB SOAP
METAL POLISH
LIQUID TOILET BOWL CLEANER
GARAGE FLOOR CLEANER
FLUSH KLEEN
DRAIN PIPE OPENER
LIQUID SOAPS
ETC.

DISINFECTANTS

COAL TAR DISINFECTANTS
PINE OIL DISINFECTANTS
PINE ODOR DEODORANTS
TECHNICAL CRESOL COMPOUND
IMPERIAL FORMALDEHYDE SPRAY
CHLORINE FORMALDEHYDE SPRAYS
ETC.

SEND FOR SAMPLES, PRICES AND FULL INFORMATION

THE **CHEMICAL SUPPLY** COMPANY

2450 CANAL ROAD
CLEVELAND, OHIO

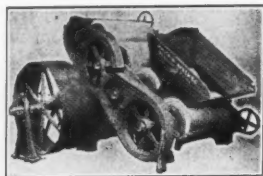
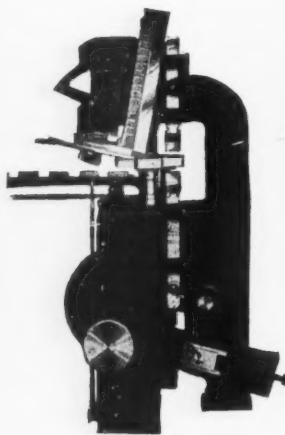
"SINCE 1898"



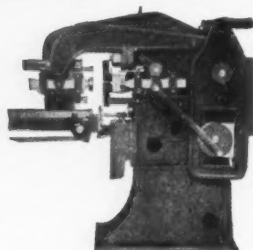
Special Offerings of

SOAP MACHINERY

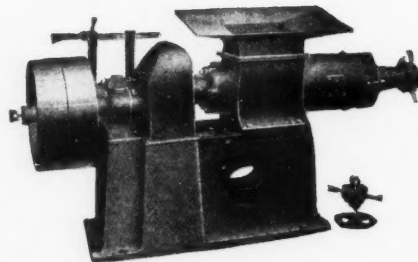
Completely Rebuilt!



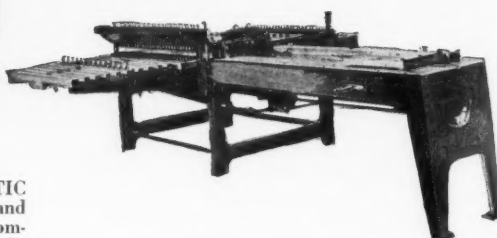
H-A SOAP MILL
This 4-roll granite toilet soap mill is in A-1 shape. Latest and largest size rolls.



4 JONES AUTOMATIC
combination laundry and toilet soap presses. All complete and in perfect condition.



Single screw soap plodders with 6, 8, 10 or 12 inch screws. All completely rebuilt and unconditionally guaranteed.



2 Automatic Power Soap Cutting Tables

Small size fully automatic Jones toilet soap press. Capacity 150 to 200 small cakes per minute. A real buy at an attractively low price. Has been completely rebuilt in our own shops.

NEW CRUTCHERS!



This Newman brand new, all steel steam jacketed soap crutcher. Will crutch any kind of soap. We also build another crutcher especially adapted for laundry soap in addition to other new soap machinery such as frames, cutting tables, etc. Send for complete list.

ADDITIONAL USED SOAP MACHINERY

H-A 1500, 3000, 4000, 5000 lbs. capacity. Steam Jacketed Crutchers.

Dopp Steam Jacketed Crutchers, 1000, 1200, 1500 lbs. and 800 gals. capacity.

Ralston Automatic Soap Presses.

Scouring Soap Presses.

Empire State, Dopp & Crosby Foot Presses.

2, 3, 4, 5 and 6 roll Granite Toilet Soap Mills.

H-A 4 and 5 roll Steel Mills.

H-A Automatic and Hand-Power slabbers.

Proctor & Schwartz Bar Soap Dryers.

Blanchard No. 10-A and No. 14 Soap Powder Mills.

J. H. Day Jaw Soap Crusher.

H-A 6, 8 and 10 inch Single Screw Plodders.

Allbright-Nell 10 inch Plodders.

Filling and Weighing Machines for Flakes, Powders, etc.

Steel Soap frames, all sizes.

Steam Jacketed Soap Remelters.

Automatic Soap Wrapping Machines.

Glycerin Evaporators, Pumps.

Sperry Cast Iron Square Filter Presses, 10, 12, 18, 24, 30 and 36 inch.

Perrin 18 inch Filter Press with Jacketed Plates.

Gedge-Gray Mixers, 25 to 6000 lbs. capacity, with and without Sifter Tops.

Day Grinding and Sifting Machinery.

Schultz-O'Neill Mills.

Day Pony Mixers.

Gardiner Sifter and Mixer.

Proctor & Schwartz large roll Soap Chip Dryers complete.

Doll Steam Jacketed Soap Crutchers, 1000, 1200 and 1350 lbs. capacity.

Day Talcum Powder Mixers.

All types and sizes—Tanks and Kettles.

Ralston and H-A Automatic Cutting Tables.

Soap Dies for Foot and Automatic Presses.

Broughton Soap Powder Mixers.

Williams Crutcher and Pulverizer.

National Filling and Weighing Machines.

All used equipment rebuilt in our own shops and guaranteed first class condition.

Send us a list of your surplus equipment—we buy separate units or complete plants.

NEWMAN TALLOW & SOAP MACHINERY COMPANY 1051 W. 35th ST. CHICAGO

Our Forty Years Soap Experience Can Help Solve Your Problems

CLASSIFIED ADVERTISING

Classified Advertising—All classified advertisements will be charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment where the rate is five cents per word, \$1.00 minimum. Address all replies to Classified Advertisements with Box Number, care of *Soap*, 136 Liberty St., New York.

Note: All advertisements must be in publisher's hands by the first of the month for that month's issue.

Positions Wanted

Plant Superintendent, Chemical Engineer—Has thorough knowledge and wide experience in the manufacture and production of boiled and cold made soap on large scale. Address Box No. 392, care *Soap*.

Position Wanted by soapmaker, perfumer, superintendent—laundry, toilet, soda, potash soaps, all processes; toilet preparations. Install plants—long experience. Address Box No. 391, care *Soap*.

Soap Maker—With twenty-four years' experience—reliable in every respect and familiar with the manufacture of laundry and fine toilet soaps from A to Z, oil refining, bleaching, glycerine, recovery. Address Box No. 384, care *Soap*.

Soap Chemist and Soapmaker—Thoroughly experienced in manufacturing and analyzing, seeks permanent position with medium or large factory. Address Box No. 394, care *Soap*.

Soapmaker with 36 years' experience in Europe and America can make the following articles: settled soap down-boiled, semi-boiled cold process soaps, soap base, liquid soap, soap powder, scouring bar and powder and many other things, in the most economical way. Address Box No. 387, care *Soap*.

Salesman—Man with eight years' experience with nationally-known manufacturer of detergents and laundry supplies desires new connection. Knows the laundries and the laundry business from A to Z. Sales record and reputation will stand careful scrutiny. Address Box No. 393, care *Soap*.

Soap Salesman, 29, thoroughly experienced package soaps, soap powders and cleansers—to contact retail and chain grocers. Metropolitan area; salary. Address Box No. 385, care *Soap*.

WARREN SOAP

Manufacturers of Specialty Soaps
Since 1868

Potash Oil Soaps

Emulsifying Agents

Solvent Soaps

Cleaning Compounds

Private Formulas

Industrial Soaps

Automobile Soaps

Liquid & Paste

Liquid Soaps

Soap Powders

Forresters' Soaps

*To increase the spread and
adherence of Insecticides*

The Warren Soap Mfg. Co.

Incorporated

Kendall Square Bldg., Cambridge, Mass.

SOAP MACHINERY

Every item shipped from our shops at Newark, N. J., is thoroughly overhauled and rebuilt before shipment.

SPECIALS

- 1—Soap Chip Dryer, 1200 lb.
- 2—Dopp 650 gal. Steam Jacketed Kettles.
- 1—Dopp 1200 lb. Steam Jacketed Crutcher.
- 1—Hershey 1000 lb. Horizontal Jacketed Crutcher.
- 1—1000 lb. All Steel Soap Powder Mixer.
- 2—Holmes & Blanchard 24" and 36" 4 cage Disintegrators, for grinding soap powder—no screens, no plugging.

- 25—Soap Frames, 60"x45½"x14", with trucks.
- 6—Plodders, Houchin, Rutschman, 4", 4½" double screw, 6", 8", 10".
- 14—Filter Presses, 42"x42" to 12"x12".
- 8—Granite Mills, 3 and 4 roll, 12", 18" and 24".
- 15—Horizontal Mixers, Jacketed and Plain, 15 gal. to 1000 gal.

MISCELLANEOUS—Kettles, Mixers, Pony Mixers, Powder Fillers, Tube Fillers, Labelers, Soap Presses, Soap Wrappers, Tanks, Boilers, Pumps, etc.

Send for Latest Bulletin.

**CONSOLIDATED
PRODUCTS COMPANY, INC.**

15-21 Park Row, N. Y. C. BARclay 7—0600

We buy your idle Machinery—Single items or entire plants.

Vioflor

A CHEMICALLY SOUND, PERMANENT DEODORIZER

THIS product is a great help to manufacturers of insecticides, naphthas, waxes, polishes, and Paradichlorbenzene blocks.

It saves you 40% to 70% of your perfuming cost *without changing the odor effect you now have in your product.*

It takes only a few minutes to demonstrate this.

On every thousand dollars you now pay out for perfuming ingredients why not save \$400.00 to \$700.00?

Manufactured by

CREPIN & DOUMIN, Ltd., London, England

Sold in the United States and Canada by

JOHN POWELL & CO., Inc.

114 East 32nd Street :: New York, N. Y.

F. & S.

Quality Colors

for

TOILET SOAPS

LIQUID SOAPS

TOILET PREPARATIONS

Long experience enables us to produce colors for all types of soaps.

If you have a shade you want matched send us a sample. We have complete facilities for matching.

Liquid soap colors a specialty—send for samples of F. & S. greens and ambers.

FEZANDIE & SPERRLE, Inc.

205 FULTON STREET

NEW YORK, N. Y.

Import—Manufacture—Export

UNIFORM
FREE FLOWING
READILY SOLUBLE
CRYSTALLINE OR GLOBULAR
TRI SODIUM PHOSPHATE

SWANN CHEMICAL COMPANY
BIRMINGHAM
Division of
THE SWANN CORPORATION
District Offices

Charlotte
Cleveland

New York

Dallas
St. Louis

Classified Advertising~

Brings excellent results at a minimum cost. Rates are only 10c per word with a minimum charge of \$2 per issue (position wanted advertisements accepted at half rates). Whether you have some surplus equipment or material for sale, have a position open or are looking for a new connection, etc., the Classified Section of *Soap* will place you in touch with the entire soap and sanitary products field.

★ ★ ★ ★

POSITIONS OPEN

Salesman with knowledge of soaps and cleaners selling for old established manufacturers. Give qualifications. Address Baum's Castorine Co., Rome, N. Y.

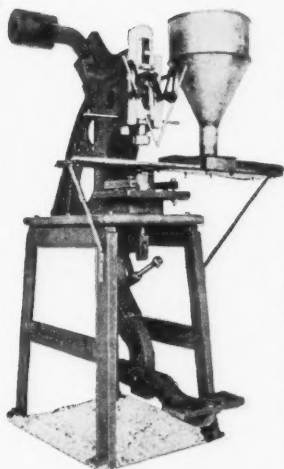
A connection is open for an experienced high grade man in the sale to the manufacturing trade of concentrated extracts of Pyrethrum and allied products with a leading firm in this field. Any application will be treated with strict confidence. Address Box No. 390, care *Soap*.

Wanted—Specialty Chemist and Compounder. Small plant in Pennsylvania wants soap man familiar with compounding sulfonated oils. State experience and salary expected. Address Box No. 388, care *Soap*.

Wanted—Alert young man for southern territory to sell a well-known line of disinfectants, liquid soaps, deodorizing cakes, shampoo bases, etc. Address Box No. 386, care *Soap*.

Wanted: Experienced chemist in testing, control, and research work in soaps and cleansers. Address Box No. 376, care *Soap*.

Machine-Made DEODORANT CAKES and BLOCKS are big sellers!



Make your deodorant and moth cakes with this heavy pressure foot press by the cold process and save money while you are increasing sales. A smooth, even cake will sell better because of its improved appearance and will cost less to make because this press not only cuts labor but saves 5% of your raw material. Why not let us make some sample cakes with your own para, naphthalene, etc., and submit complete information regarding cost and manufacturing process?

HOUCHIN MACHINERY CO., INC.
HAWTHORNE, N. J.

STEEL DRUMS

That are built to last!



30-55-110 gal. sizes

The BEST
Containers for
LIQUID SOAPS
DISINFECTANTS
CLEANSERS
ESSENTIAL
OILS
VEGETABLE
OILS
CHEMICALS
GLYCERIN
ETC.

*Black, Galvanized,
Tinned*

Sturdy and long lasting, the Trageser heavy duty steel drum will be carrying your materials to market long after cheap containers have found the junk pile. Order a sample drum.

JOHN TRAGESER STEAM COPPER WORKS
GRAND STREET MASPETH, L. I., N. Y.

Special tanks, tubs, pails, etc.



*Increase your
SALES with
QUALITY
FLOOR WAXES*

IN BULK

or packaged under

PRIVATE LABEL

MADE RIGHT
PACKED RIGHT
PRICED RIGHT

WINDSOR WAX CO.

50 Church St.

New York, N. Y.

Factory: 611 Newark St., Hoboken, N. J.

Manufacturers of

WAX PRODUCTS EXCLUSIVELY

Send for
SAMPLES and QUOTATIONS



We Manufacture
For The Trade **ONLY**

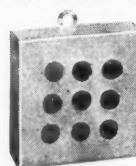
Liquid Soap Base
Auto Soaps
Potash Oil Soap
Shampoo
U.S.P. Cresol Compound
Coal Tar Disinfectants
Liquid Soap
Pine Oil Soap
U.S.P. Green Soap
Shampoo Base
Pine Oil Disinfectants
Insecticides

Ask for samples of these specialty bulk products

HARLEY SOAP CO.
2852 E. Pacific St. Philadelphia

A MODERN NEW CONTAINER
with Sales Appeal

For
Deodorant
Blocks



For
Moth-Proofing
Blocks

—SEAL BROKEN

Pat. Pending

• **SELF SEALING**

Requires No Cellophane Wrap
Vaporizes Only When Seal Is Broken by Consumer
No Wrapping Costs

• **ADAPTABLE TO WALL OR SHELF
PLACEMENT**

FEATURES

Square Contour—Permits Standing Upright on Shelf
Departure from Orthodox Round Container Style
Light—Strong Boxboard Construction
Balanced—Good Looking—Modern Design
Low Cost
Holds Round or Square Block
Furnished in Attractive Colors

MAY WE SUBMIT SAMPLES AND PRICES
FOR YOUR APPROVAL

—
THE S. G. REDSHAW CO.
130 CANAL STREET : ANSONIA, CONN.



Pyrethrum Flowers Like This One Properly
Extracted and Concentrated
by the

ISOLATION PROCESS

Make



No. 20

CONCENTRATED PYRETHRUM EXTRACT
THE IDEAL FLY SPRAY MATERIAL

Kill . . . Color . . . Odor

AN-FO MFG. COMPANY, OAKLAND, CAL.

COLORS

FAST GREEN FOR SOAP

FAST TO SOAP BY ANY PROCESS

Boiled

Half Boiled

Cold

Transparent or

Liquid

Proved for thirty years

W 710 BLUISH GREEN

W 709 OLIVE GREEN

A. C. DRURY & CO., INC.

International Merchants

Essential Oils—Waxes—Talc—Clay—Colors—Zinc Oxide, etc.

219 EAST NORTH WATER ST.

CHICAGO

Miscellaneous

Wanted—Company manufacturing hair specialties with distribution in U. S. and Canada desires to acquire or combine with going concern in similar or parallel line. Will arrange meeting for conference. Address Box No. 367, care *Soap*.

Wanted—Established sales agent in Mexico desires to represent American manufacturer on commission basis. Covers Mexico and other parts of Central America. Knows the buyers of chemicals, soap raw materials, insecticide materials, perfume products, etc. References furnished. Correspondence in English or Spanish. Address Box No. 383, care *Soap*.

A formula for a powder or an established business is desired by a large manufacturing firm, which product is definitely antiseptic in character to be used for household cleaning purposes. No price limit. Chief purpose is right product. Address Box No. 389, care *Soap*.

For Sale—Alsop Portable Hy-Speed Vacuum Electric Bottle Filler. Never used. Fills three 8-ounce bottles at once. \$75.00. Address Box 346, care *Soap*.



Deodorizing AND MOTHPROOFING Blocks

PLAIN AND PERFUMED
MADE WITH NAPHTHALENE OR PARA BASE

NAPHTHALENE FLAKES, CHIPS, etc.

DISINFECTANTS EMULSION AND SOLUBLE TYPES

FLY SPRAYS HOUSEHOLD SPRAYS
CATTLE SPRAYS



THE WHITE TAR COMPANY

OF NEW JERSEY, INC.
PHONE KEARNY 2-3600

BELLEVILLE PIKE

KEARNY, N. J.

NEW AND REBUILT SOAP MACHINERY

We offer to the trade our NEW IMPROVED 600 and 1,200 lb. FRAMES, SLABBERS, CUTTING TABLES, FOOT PRESSES, etc. Send for details.

- 2—Broughton Mixers, jacketed.
- 1—10A Blanchard Mill
- 4—Soap Presses, Foot and Power
- 6—Filter Presses, sizes 6" to 36"
- 6—Granite Stone Mills, 2, 3, and 4 rolls
- 1—Proctor Soap Chip Dryer, complete
- 8—Mixers, 1 to 10 bbls. capacity
- 4—Steel, 3 and 5-roll Mills
- 3—Jacketed Vertical Crutchers
- 3—1,500 lb. Horizontal Crutchers
- 800 and 1,200 lb. Frames

Cutting Tables, Slabbers, Kettles, Pumps, Tanks, Filter Presses, Wrapping Machines, Tube Fillers, Closers, Crimpers, Dry Powder Mixers, Frames, Pulverizers, Grinders, Amalgamators, Mixers, etc.

Send for Complete List (Bulletin No. 15)

WE BUY AND SELL FROM SINGLE ITEMS TO COMPLETE PLANTS.

STEIN-BRILL CORPORATION

183 VARICK STREET

NEW YORK, N. Y.

Phone:

Walker 5-6892-3-4

Cable Address:

"BRISTEN"

"FILMA-SEAL"

(the double seal of cap and film)



Prevents evaporation and leakage of
Chloroform and other volatile products

STOPS Tampering and is a guard against
Counterfeiting.

Furnished with our C. T. Screw Caps or
inserted in our plastic caps.

Quickly Applied. No added labor cost.

FERDINAND GUTMANN & CO.

Established 1890

BROOKLYN

NEW YORK

U. S. Patents Trade Marks Reg. Pats. Pending

Where to buy

RAW MATERIALS AND EQUIPMENT

for the Manufacture of Soaps and Sanitary Products

NOTE: This is a classified list of the companies which advertise regularly in SOAP. It will aid you in locating advertisements of raw materials, bulk and private brand products, equipment, packaging materials, etc., in which you are particularly interested. Refer to the Index to Advertisements, on page 114, for page numbers. "Say you saw it in SOAP."

ALKALIES

American Cyanamid & Chemical Corp.
Columbia Alkali Co.
Dow Chemical Co.
Hooker Electrochemical Co.
Niagara Alkali Co.
Solvay Sales Corp.
Stauffer Chemical Co.
Warner Chemical Co.
Welch, Holme & Clark Co.

AROMATIC CHEMICALS

Budd Aromatic Chemical Co.
Compagnie Parento
Dodge & Olcott Co.
Dow Chemical Co.
P. R. Dreyer, Inc.
A. C. Drury & Co.
E. I. du Pont de Nemours & Co.
Felton Chemical Co.
Fritzsche Brothers, Inc.
Givaudan-Delawanna, Inc.
Magnus, Maybee & Reynard, Inc.
Monsanto Chemical Co.
Naugatuck Chemical Co.
Newport Chemical Works
Polak's Frutal Works
Solvay Sales Corp.
A. M. Todd Co.
Ungerer & Co.
Van Ameringen-Haebler, Inc.
Albert Verley, Inc.

BULK AND PRIVATE BRAND PRODUCTS

An-Fo Manufacturing Co.
Baird & McGuire, Inc.
Chemical Compounding Co.
Chemical Supply Co.
Clifton Chemical Co.
Davies-Young Soap Co.
Eagle Soap Corp.
Federal Varnish Co.
Fergusson Laboratories
Fuld Bros.
Harley Soap Co.
J. L. Hopkins & Co.
Hull Co.
Koppers Products Co.
Kranich Soap Co.
Lethelin Products Co.
New York Soap Corp.
Palmer Products
Philadelphia Quartz Co.
John Powell & Co.
Geo. A. Schmidt & Co.
Warren Soap Mfg. Co.
White Tar Co.
Windsor Wax Co.

CHEMICALS

American Cyanamid & Chemical Corp.
Bowker Chemical Co.
Columbia Alkali Co.

Dow Chemical Co.
E. I. du Pont de Nemours & Co.
General Chemical Co.
Grasselli Chemical Co.
Hooker Electrochemical Co.
Industrial Chemical Sales Co.
Mechling Bros. Chemical Co.
Monsanto Chemical Co.
Newport Chemical Works
Niagara Alkali Co.
Philadelphia Quartz Co.
Solvay Sales Corp.
Standard Silicate Co.
Stauffer Chemical Co.
Swann Chemical Co.
Victor Chemical Works
Warner Chemical Co.
Welch, Holme & Clark Co.

COAL TAR RAW MATERIALS

(Cresylic Acid, Tar Acid Oil, etc.)
American Cyanamid & Chemical Corp.
Baird & McGuire, Inc.
Barrett Co.
Koppers Products Co.
Monsanto Chemical Co.
Reilly Tar & Chemical Co.
White Tar Co.

CONTAINERS

Continental Can Co. (Tin Cans)
Maryland Glass Corp. (Bottles)
Metal Package Corp. (Tin Cans)
Owens-Illinois Glass Co. (Bottles)
S. R. Redshaw Co. (Moth Cake Holders)

DEODORIZING BLOCK HOLDERS

Clifton Chemical Co.
Eagle Soap Corp.
Fuld Bros.
Garnet Chemical Corp.
Palmer Products, Inc.

ESSENTIAL OILS

Budd Aromatic Chemical Co.
Compagnie Parento
Dodge & Olcott Co.
P. R. Dreyer, Inc.
A. C. Drury & Co.
Fritzsche Brothers, Inc.
Leghorn Trading Co.
Magnus, Maybee & Reynard, Inc.
Polak's Frutal Works
A. M. Todd Co.
Ungerer & Co.
Van Ameringen-Haebler, Inc.
Albert Verley, Inc.

(Continued on Page 112)

Consulting Chemists and Engineers

Specializing in Soaps, Disinfectants, Insecticides, Polishes, Etc.

PEASE LABORATORIES, Inc.

Chemists, Bacteriologists, Sanitarians

39 West 38th Street
New York

Food, Drug and Cosmetic Problems—Compliance with
Official Requirements—Meeting New and Anticipated
Competitions with Improved and New Products

H. A. SEIL, Ph.D

E. B. PUTT, Ph.C., B.Sc.

SEIL, PUTT & RUSBY, INC.

Analytical and Consulting Chemists

Specialists in the Analysis of Pyrethrum Flowers, Derris Root,
Barbasco, or Cube Root—Their Concentrates
and Finished Preparations

ESSENTIAL OILS

SOAP

16 East 34th Street, New York, N. Y.

STILLWELL AND GLADDING, Inc.

Analytical and Consulting Chemists

Members Association of
Consulting Chemists and Chemical Engineers

130 Cedar Street

New York City

KILLING

strength of Insecticides

by PEET GRADY METHOD

(Official I. & D. code method) and
PYRETHRINS in PYRETHRUM FLOWERS
(by Gnadinger's Method)

We raised and killed more than 1 million flies in the last 2 years

ILLINOIS CHEMICAL LABORATORIES, INC.
1164 WEST CERMAK ROAD CHICAGO, ILL.

Skinner & Sherman, Inc.

246 Stuart Street, Boston, Mass.

Bacteriologists and Chemists

Disinfectants tested for germicidal value or phenol co-
efficient by any of the recognized methods.

Research—Analyses—Tests

Entomological Testing Laboratories, Inc.

We offer you a medium for purchasing insecticides
on an intelligent basis.

Entomological testing by the Peet-Grady method, and
chemical examination of insecticides are available.

114 E. 32nd St.

New York, N. Y.

TAUB LABORATORY

Harry Taub, Director

115 West 68th Street, New York City

Analytical and Consulting Chemists

Specializing in Antiseptics, Disinfectants, Insecticides
and Cosmetics

Technical Formulae Developed

Phone TRafalgar 7-1733

CONSULTANTS

offering their services to manufacturers of
soaps and sanitary specialties should ap-
prise the industry of their facilities through
this professional card department, SOAP
reaches 2,200 manufacturers who need help
of a professional nature.

An individual small manufacturer
might not be able to install our labora-
tory but he can have its services.

Foster D. Snell, Inc.
Chemists—Engineers
305 Washington St.,
Brooklyn, N. Y.

RAW MATERIAL AND EQUIPMENT GUIDE

(Continued from page 110)

NOTE: This is a classified list of the companies which advertise regularly in SOAP. It will aid you in locating advertisements of raw materials, bulk and private brand products, equipment, packaging materials, etc., in which you are particularly interested. Refer to the Index to Advertisements, on page 114, for page numbers. "Say you saw it in SOAP."

MACHINERY

Blanchard Machine Co. (Soap Powder)
Anthony J. Fries (Soap Dies)
Houchin Machinery Co. (Soap Machinery)
Huber Machine Co. (Soap Machinery)
Illinois Steel Co. (Stainless Steel)
R. A. Jones & Co. (Automatic Soap Presses
and Cartoning Machinery)
Proctor & Schwartz (Dryers)
C. G. Sargent's Sons Corp. (Dryers)
Stokes & Smith Co. (Packing Machinery)

MACHINERY, USED

Consolidated Products Co.
Newman Tallow & Soap Machinery Co.
Stein-Brill Co.

METAL CAPS

Anchor Cap & Closure Corp.
Ferdinand Gutmann & Co.

MISCELLANEOUS

Dobbins Mfg. Co. (Pails, Mop Wringers, etc.)
General Naval Stores Co. (Pine Oil-Rosin)
Hercules Powder Co. (Pine Oil and Rosin)
Industrial Chemical Sales Co. (Decol. carbon, Chalk)
Pylam Products Co. (Lathering Agent)
Rohm & Haas Co. (Insecticide Base)

OILS AND FATS

Industrial Chemical Sales Co.
Leghorn Trading Co.
Murray Oil Products Co.
Newman Tallow & Soap Machinery Co.
Theobald Annui By-Products Refinery
Welch, Holme & Clark Co.

PARADICHLORBENZENE

Dow Chemical Co.
E. I. du Pont de Nemours & Co.
Hooker Electrochemical Co.
Monsanto Chemical Co.
Niagara Alkali Co.
Solvay Sales Corp.

PERFUMING COMPOUNDS

Budd Aromatic Chemical Co.
Compagnie Parento
Dodge & Olcott Co.
P. R. Dreyer, Inc.
A. C. Drury & Co.
Felton Chemical Corp.
Fritzsche Brothers, Inc.
Givaudan-Delawanna, Inc.
Magnus, Maybee & Reynard, Inc.
Polak's Frutal Works
Ungerer & Co.
Van Ameringen-Haebler, Inc.
Albert Verley, Inc.

PETROLEUM PRODUCTS

Anderson-Pritchard Oil Corp.
Sherwood Petroleum Co.
L. Sonneborn Sons.

PYRETHRUM AND DERRIS PRODUCTS

Insect Flowers and Powder, Pyrethrum Extract, Derris Products

An-Fo Mfg. Co. (Extract)
W. Benkert & Co.
Derris, Inc.
J. L. Hopkins & Co.
McCormick & Co.
McLaughlin, Gormley, King Co.
S. B. Penick & Co.
John Powell & Co.
Sherwood Petroleum Co.
Cyrus Ward & Co.

SOAP COLORS

A. C. Drury & Co.
Fezandie & Sperrle
Interstate Color Co.
Pylam Products Co.

SOAP DISPENSERS

Clifton Chemical Co.
Eagle Soap Corp.
Fuld Bros.
Garnet Chemical Corp.
Palmer Products

SODIUM SILICATE

American Cyanamid & Chemicals Corp.
General Chemical Co.
Grasselli Chemical Co.
Mechling Bros. Chemical Co.
Philadelphia Quartz Co.
Standard Silicate Co.

SPRAYERS

Breuer Electric Mfg. Co.
Dobbins Mfg. Co.
Getz Exterminators
Hudson Mfg. Co.
Lowell Sprayer Co.
J. A. Vaughan Mfg. Co.

STEEL CONTAINERS

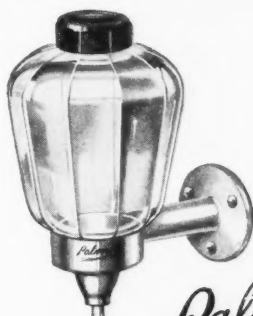
John Trageser Steam Copper Works (Pails and Drums)
Wilson & Bennett Mfg. Co. (Pails and Drums)

TRI SODIUM PHOSPHATE

American Cyanamid & Chemicals Corp.
Bowker Chemical Co.
General Chemical Co.
Grasselli Chemical Co.
Swann Chemical Co.
Victor Chemical Works
Warner Chemical Co.

PALMER SOAP DISPENSERS

The Palmer SUPER SERVER Dispenser (right) is priced very low, but has no equal in value. Metal parts are non-corrosive, stainless, chrome alloy. One piece bracket in beautiful satin chrome-like finish. Valve parts easily removed for cleaning or replacement. Crystal glass decagon bowl (opal glass on special order)—decagon black bakelite cap. Large 1-inch opening makes filling easy—no need for removing or inverting bowl. The lowest priced push-in dispenser—yet neat, compact, durable.



The Palmer "D.C." Dispenser (dependable construction), shown at the left, is the lowest priced dispenser offered. Has simple, positive spring-controlled valve. All metal parts chrome nickel plated. Fill through large 1-inch top opening without removing or inverting bowl. Crystal glass decagon bowl (opal glass on special order)—with decagon black bakelite cap.

Palmer
PRODUCTS INC.
WAUKESHA, WIS.
Adjacent to Milwaukee



PYLA-ODORS

COLOR AND PERFUME
IN A SINGLE OPERATION

BATH SALTS
LIQUID SOAPS
PARA BLOCKS
NAPHTHALENE

FAST COLORS
LASTING ODORS
MODERATE PRICES



PYLAM PRODUCTS CO., Inc.

Mfg. Chemists, Importers, Exporters

799 GREENWICH STREET, NEW YORK CITY

CABLE ADDRESS PYLAMCO

SHAVING CREAM

TOOTH PASTE

*In
Bulk
Or*

Under Your Own Name in our special tubes and cartons. These are lithographed with a blank space for *YOUR* label. In any quantity from one gross up.

GEO. A. SCHMIDT CO.

Manufacturers of  *of Every Description*

236-238 West North Avenue.
Chicago.

CRYS-TINTS

PERFUME and color Para Blocks and Crystals, Bath Salts and Moth Balls in one operation.

The use of Crys-Tints eliminates doubtful results for they provide uniform distribution of Odor and Color and are extremely lasting and stable.

Orange Blossom	Narcisse	Violet
New Mown Hay	Wisteria	Lilac
Carnation	Oriental	Rose
Lavender	Jasmin	Pine

8 OUNCES TO 100 LBS., RECOMMENDED

\$1.50 per Lb.

Double Strength, \$2.90 per Lb.

Series D—Uncolored, \$.50 per Lb.

Series E—Uncolored, \$1.00 per Lb.

Compagnie Parento, Inc.

CROTON-ON-HUDSON, N. Y.
NEW YORK CITY TORONTO

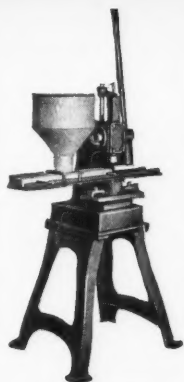
INDEX TO ADVERTISERS

For product classification see pages 134 and 136

* For Further details see announcement in 1934 SOAP BLUE BOOK.

*American Cyanamid & Chemical Corp.....	30, 102	*Leghorn Trading Co.....	June
Anchor Cap & Closure Corp.....	8, 9, 75	Lowell Sprayer Co.....	101
Anderson-Prichard Oil Corp.....	73		
An-Fo Manufacturing Co.....	108	Magnus, Mabey & Reynard, Inc.....	99
*Baird & McGuire, Inc.....	74, 78	Manufacturing Chemist	May
*Barrett Co.	91	Maryland Glass Corp.....	June
*W. Benkert & Co.....	84	*McCormick & Co.....	100
Blanchard Machine Co.....	64	McLaughlin Gormley King Co.....	70, 71
Book Advertisement	116	Mechling Bros. Chemical Co.....	115
*Bowker Chemical Co.....	June	Metal Package Corp.....	76
*Breuer Electric Mfg. Co.....	96	Monsanto Chemical Co.....	3
*Budd Aromatic Chemical Co.....	52	Murray Oil Products Co.....	115
Chemical Compounding Co.....	95	Naugatuck Chemical Co.....	May
Chemical Supply Co.....	103	*Newman Tallow & Soap Machinery Co.....	104
*Clifton Chemical Co.....	6	New York Soap Corp.....	48
*Columbia Alkali Co.....	20	*Niagara Alkali Co.....	24
Compagnie Parento	113		
*Consolidated Products Co.....	105	Owens-Illinois Glass Co.....	10
*Continental Can Co.	68		
		Palmer Products	113
*Davies-Young Soap Co.....	11	Pease Laboratories	111
Derris, Inc.	102	*S. B. Penick & Co.....	June
Dobbins Mfg Co.....	98	Philadelphia Quartz Co.....	64
Dodge & Olcott Co.....	June	Polaks Frutal Works.....	46
*Dow Chemical Co.....	88	R. L. Polk & Co.....	64
*P. R. Dreyer, Inc.....	38	*John Powell & Co.....	67, 106
*A. C. Drury & Co.....	108	*Proctor & Schwartz, Inc.....	62
*E. I. duPont de Nemours & Co.....	Back Cover	Pylam Products Co.....	113
Eagle Soap Corp.....	2nd Cover	S. G. Redshaw Co.....	108
Electro Bleaching Gas Co.....	24	Reilly Tar & Chemical Co.....	93
Entomological Testing Laboratories.....	111	Rohm & Haas Co.....	94
Federal Varnish Co.....	100	*C. G. Sargent's Sons Corp.....	June
Felton Chemical Co.....	13, 92	Geo. A. Schmidt & Co.....	113
Fergusson Laboratories.....	98	Seil, Putt & Rusby.....	111
Fezandie & Sperrle.....	106	Sherwood Petroleum Co.....	96
Anthony J. Fries.....	June	Skinner & Sherman	111
Fritzsche Brothers, Inc.....	36	Foster D. Snell.....	111
Fuld Brothers	66	Soap Trade & Perfumery Review.....	62
		*Solvay Sales Corp.....	50
Garnet Chemical Corp.....	June	*L. Sonneborn Sons.....	90
*General Chemical Co.....	May	Standard Silicate Co.....	June
General Naval Stores Co.....	86	Stauffer Chemical Co.....	48
Getz Exterminators	June	Stein-Brill Corp.....	109
*Givaudan-Delawanna, Inc.....	69, 3rd Cover	Stillwell & Gladding.....	111
Grasselli Chemical Co.....	June	*Stokes & Smith Co.....	June
Ferdinand Gutmann & Co.....	109	*Swann Chemical Co.....	106
Harley Soap Co.....	108	Taub Laboratory	111
Hercules Powder Co.....	7	Theobald Animal By-Products Refinery.....	42
*Hooker Electrochemical Co.....	89	A. M. Todd Co.....	June
J. L. Hopkins & Co.....	June	John Trageser Steam Copper Works.....	107
Houchin Machinery Co.....	58, 107		
Huber Machine Co.....	115	Ungerer & Co.....	Front Cover
Hudson Mfg. Co.....	June		
The Hull Co.....	115		
		*Van Ameringen-Haebler, Inc.....	34
Illinois Chemical Labs.....	111	J. A. Vaughan Mfg. Co.....	77
Illinois Steel Co.....	54	Albert Verley, Inc.....	4
Industrial Chemical Sales Co.....	60	*Victor Chemical Works.....	53
Interstate Color Co.....	June		
		Cyrus Ward & Co.....	72
R. A. Jones & Co.....	14	*Warner Chemical Co.....	42
		Warren Soap Mfg. Co.....	105
*Koppers Products Co.....	97	*Welch, Holme & Clark Co.....	46
Kranich Soap Co.	50	*White Tar Co.....	109
		Wilson & Bennett Mfg. Co.....	52
		Windsor Wax Co.....	107

Every effort is made to keep this index free of errors, but no responsibility is assumed for any omission.



Step Up Your Productive Efficiency!

To meet modern competitive conditions your cost of production on para blocks must be low. Keep it that way with the Huber hand lever press—far more efficient and economical than cheap foot presses.

On the right, an efficient machine for the production of liquid soap as well as for reducing the base. Also suitable for small batches by the cold process. Ideal all-purpose machine for small plant. Six sizes.

Cheap Machinery Only Means Repair Bills.

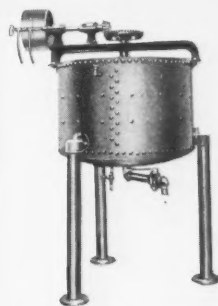
Don't Let Break-Downs Clog Your Production Line.

HUBER MACHINE CO.

259 46th Street

Brooklyn, N. Y.

Makers of Good Soap Machinery for Forty Years



—New Production—

MOP-CO-65%

Boiled Down Cottonseed Soap

Recent improvements now enable us to submit the above as the *best product* of its kind on the market.

If you will advise when next in the market we are certain that you will often find our *prices lower* and service more satisfactory.

We always carry large spot stocks ready for immediate deliveries.

MURRAY OIL PRODUCTS CO., INC.

Members

N. Y. Produce Exchange
Oil Trades Ass'n of N. Y.

21 WEST ST.
NEW YORK, N. Y.

POWDERED METAL POLISH RADIATOR CLEANER STOP-LEAK

in bulk

THE HULL COMPANY

305 Washington Street
Brooklyn, N. Y.

M E C H L I N G

PHILADELPHIA
CAMDEN, N. J.
BOSTON, MASS.

EST.



1869

**SILICATE
DETERGENT**

MECHLING BROS. CHEMICAL COMPANY

No Chemical Plant Is Complete Without a Compact Technical Library

And No Such Library Is Complete Without These Well-Known TECHNICAL BOOKS

Perfumes, Cosmetics and Soaps, by Poucher. New and revised edition of this standard reference. Volume I, a dictionary of raw materials, 394 pages, \$6.50. Volume II, dealing with the manufacture of soaps, perfumes and toilet preparations, 406 pages, \$9.00.

Modern Cosmetics, by Chilson. 400 pages of practical, usable information for the manufacturer of cosmetics. Formulas and manufacturing instructions for everything in the cosmetic line, \$6.00.

The American Soap Maker's Guide, by Meerbott and Stanislaus. The most recent American publication on soap manufacturing. 750 pages. \$7.50.

Textile Soaps and Oils, by Hurst & Simmons. A handbook on the preparation and properties of soaps and oils used in textile manufacturing, 212 pages. \$4.00.

Henley's Twentieth Century Book of Recipes, Formulas and Processes. A handy reference book listing 10,000 miscellaneous formulas, including special sections for soaps, polishes, insecticides, etc. 800 pages. \$4.00.

The Industrial Chemistry of Fats and Waxes, by Hilditch. A study of the fats and waxes in relation to their use in industry. 450 pages. \$6.00.

Manual of Toilet Soap, Making, by Deite. Translation from a standard German text on manufacture of toilet and medicated soaps. 360 pages. \$8.00.

Art of Soapmaking, by Watt. Practical handbook on the manufacture of hard and soft soaps. 323 pages. \$4.00.

Hydrogenation of Organic Substances, by Ellis. Latest revised edition of this well-known book, pre-eminent in the field of hydrogenation. 990 pages. \$15.00.

Modern Soap and Detergent Industry, by Martin. Second Edition. An outstanding contribution to the literature on soap manufacture. Thoroughly up to date work covering processes, apparatus and formulas. In two volumes—cloth binding, 6½ x 10½. Price \$12.00 for each volume.

Modern Soap Perfumes, by Sedgwick. A practical handbook on the science of soap perfumery. \$1.00.

Pyrethrum Flowers, by Gnadinger. A complete compilation of all known facts on pyrethrum; its history, sources, evaluation, chemistry and uses. The problems involved in the manufacture of pyrethrum products are given thorough and lucid exposition. 270 pages. 3.50.

Soaps and Proteins, Their Colloid Chemistry in Theory and Practice, by Fischer. 272 pages. \$4.00.

Soaps, by Hurst. A practical manual of soap manufacture. 440 pages. \$8.50.

A Handbook of Soap Manufacture, by Simmons and Appleton. 167 pages. \$4.00.

Soap Blue Book, A Buyer's Guide. 195 pages. \$1.00.

Vegetable Fats and Oils, by George S. Jamieson. 444 pages. An American Chemical Society Monograph. Covering classification, occurrence, properties, analytical methods, etc., of vegetable oils, fatty acid and other derivatives; also production and refining methods. \$6.50.

Chemistry of Laundry Materials, by D. N. Jackman. A new book for the laundry operator, containing valuable information on the chemistry of laundry materials. Discusses alkalies, soaps, bleaches, starches, also the newer detergents, synthetic soaps, etc. 230 pages. \$2.50.

Owing to the large number of books supplied it is impossible to open accounts on individual book orders or to supply books on approval. Please send check with order.

Mac NAIR-DORLAND CO.

136 LIBERTY STREET

NEW YORK CITY

CITRENE

SOLVES THESE 2 PROBLEMS IN SOAP MAKING

1. The constant price fluctuations in Japanese brown camphor-oil derivatives (such as Safrol, Oil Camphor Sassafrassy, and Oil Sassafras Artificial) make it advisable for soapmakers to standardize on Citrene . . . which has changed in price only once in 3 years!

2. The low cost of Citrene makes it the perfect aromatic to overcome the fatty odor in soaps and polishes . . . not to mention the unpleasant odor in many insecticides.

Write today for a free sample of Citrene. You'll be pleasantly surprised at the wonderful results it will give . . . and at the savings it will make.

G I V A U D A N
D E L A W A N N A I N C .

80 FIFTH AVENUE NEW YORK, N. Y.

BRANCH OFFICES: Philadelphia Los Angeles Atlanta Cincinnati Detroit Dallas Baltimore New Orleans
Chicago San Francisco Montreal Havana

Benzophenone

A SUPERIOR FIXATIVE

MANY soap manufacturers have passed by Benzophenone because the name sounds costly. Actually the price of Benzophenone is well within the cost range of any toilet or liquid soap formula.

It has two other distinct advantages: It is absolutely stable. Will not discolor and is therefore perfectly safe to use in soap perfume formulae up to any desired percentage. Benzophenone's high boiling point (298°C.) makes it an excellent fixative. This means an added economy when only the rose odor is desired.

Test Benzophenone in your formulae. We know you'll find it a superior fixative.

**LET US ALSO REMIND YOU OF ANOTHER SUPERIOR
PRODUCT—DU PONT GERANIOL FOR SOAP**



AROMATICS

E. I. DU PONT DE NEMOURS & CO., INC., Fine Chemicals Division, WILMINGTON, DELAWARE

